



Kiersten Cooper

They call me Mini Cooper because I'm a girl with drive.

CONTACT

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 www.kierstengcooper.com

SKILLS

- Adobe Creative Suite
- Digital Strategy Development
- Social Media Management
- Creative Content Writing
- Photography/Videography
- Research
- Wordpress/Web Design

CERTIFICATIONS

- Adobe Illustrator
- Adobe Photoshop
- TABC/Food Handlers

INTERESTS

- Weightlifting
- Missionary Work
- Journaling

EDUCATION

Texas A&M University

Dec 2019

Bachelor of Arts in Communication Studies, Minor in New Media 3.96 GPA

- Global Experience: Comm to Italy Program — Castiglion Fiorentino, Italy
- Honors: Texas A&M Communication Department, Liberal Arts Cornerstone Honors

WORK EXPERIENCE

Messina Hof Winery & Resort

May 2019 – Jan 2021

Marketing Assistant

- Planned strategic campaigns and produced content for Instagram, 4 Facebook pages, Twitter, YouTube, Pinterest, and LinkedIn, and increased followers by 10.5K+
- Created functional digital and print brand collateral used in the wholesale market, online, on social platforms, internally, and at festivals
- Generated creative copy including recipes, tutorials, and narratives to ~60K guests

Head of Personalized Labels

- Had sole ownership over custom wine label program — designed wine labels for 350+ clients with labels valued at \$61K+
- Learned how to consult and ideate with corporations and individuals to expand visions and create unique designs and templates
- Managed cash flow for label-related purchases between departments, clients, and outsource printing facilities

Voices for Children, CASA

May 2018 – Aug 2018

Marketing/Development Intern

- Developed a blog series — interviewed CASA volunteers and shared their stories
- Drafted and distributed monthly newsletters to an audience of 1600+ using MailChimp
- Updated the website on WordPress — focused on SEO, graphics, and readability

Mad Coffee & More

Aug 2015 – Feb 2018

Social Media Manager Intern/Barista

- Wrote copy and photographed drinks and services — moderated social presence
- Tripled the number of followers in only 4 months

LEADERSHIP

International Affairs Association, Texas A&M

Dec 2018 – Sept 2019

Marketing Director

- Mentored a team of 5 — trained in social media, software, strategy, and branding
- Planned, structured, designed, and launched a WordPress website: www.tamuiaa.com
- Consolidated tasks and projects into devised roles, delegated to members, and monitored progress