



Kayleigh Craft

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Expertise

Adobe Creative Suite
WordPress
Hootsuite
CoSchedule
Airtable
Microsoft Office
Facebook Analytics
Google Analytics
Google Business
Emma

Education

Ball State University
2013-2017

Bachelor of Science
Major: Advertising
Concentration: Creative Dev.
GPA: 3.75

Honors & Awards

Dean's List (2013-2017)
Member of National Society
of Collegiate Scholars

Career Experience

Hancock Regional Hospital

Social Media Specialist (May 2017-present)

- ◆ Develop, implement and manage social media strategies for 15 accounts
- ◆ Manage and oversee all social media content
- ◆ Stay up to date with latest social media best practices and technologies
- ◆ Execute Facebook, Instagram, Twitter, Google and Pinterest Analytics for all accounts
- ◆ Manage paid social, email, display advertising and review sites
- ◆ Maintain WordPress websites and microsites for all of Hancock Health
- ◆ Create social media graphics and fliers for contests/events

Burkhart Marketing Associates

Marketing Intern (May 2016-August 2016)

- ◆ Executed Facebook Analytics for three clients
- ◆ Created Facebook posts for our clients and responded to customers' posts on their page
- ◆ Established a social media plan and content calendar for the agency

Cardinal Communications

Creative Coordinator (Fall 2015-Spring 2017)

- ◆ Create flyers, infographics and anything design related that our clients request

Alpha Chi Omega

Alumni Relations Chair (Spring 2016-Fall 2016)

- ◆ Plan events for our alumni and members

PR Chair (Spring 2015-Fall 2015)

- ◆ Helped run the Twitter page for the chapter
- ◆ Produced new ideas to get our name out on social media and campus

Work Experience

Student Assistant ♦ Muncie, IN

February 2015-May 2017

- ◆ Student assistant in LITS Department in Braken Library
- ◆ Perform secretarial tasks and answer phone

Kirkland's ♦ Greenwood, IN

March 2013-October 2016

- ◆ Team member, sales associate, stock and cashier
- ◆ Assistant manager from May 2014-August 2014