

CHRISTINA LOPATIN

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Social Media | Marketing | Content Strategy

EDUCATION

Bachelor of Arts in Digital Technology and Culture

Creative Media and Digital Culture Program

Minor: English

Washington State University Vancouver

Vancouver, Washington

Expected Graduation– May 2017

PROFESSIONAL EXPERIENCE

Promotions Team

“Beast and Heroes VR” by Emortal Sports – Seattle, Washington

- Collaborated with team of 30+ students to build “Beast and Heroes VR” (a Triple A, Virtual Reality (VR) environment game)
- Compiled data and mapped out files of research to create a best practices infographic and comparative analysis handbook
- Created a social media promotions outline and planned a monthly content calendar

Assistant Director of Communications

Associated Students of Washington State University Vancouver– Vancouver, Washington

- Served as executive cabinet officer in ASWSUV Executive Branch
- Collaborated with the Director of Communications in the digital and print design of all marketing and advertising materials while implementing communication strategies
- Maintained the ASWSUV website and social media channels

Media Manager Intern

Bring Me Hope– Fallbrook, California

- Advocated for orphans in China through digital media storytelling platforms such as social media, video, graphic design and writing
- Led weekly training video calls for a team of six interns
- Maintained a content calendar
- Analyzed and implemented trends from other non-profit organizations
- Lived in China for two months

Clerical Assistant

Office of Student Involvement– Vancouver, Washington

- Provided quality service for students, staff, faculty and guests
- Served as frontline resource for the office suite
- Tasks included cash handling, scheduling, book-keeping, ticket sales, ordering supplies and office organization

SKILLS

Social Media

- Hootsuite Social Media Expert Certified
- Six years of experience with Facebook, Instagram, Twitter, and YouTube

Technical software languages: HTML5, CSS3, Skrollr, jQuery, Adobe Creative Suite, Wordpress, Microsoft

- Build infographics, wireframes, webpages, digital design, multimedia narratives and social networks
- Create and manage content
- Marketing analysis, SEO, UI/UX

Fluent in Russian and Ukrainian language

INTERESTS & AWARDS

- Leadership training (Cougar Leadership Program), project management, creative writing, fitness and nutrition, podcasts, minimalism, TED Talks, cats, confetti
- SURCA presenter for project titled “Utilizing the ‘Impact Equation’ to Measure Social Media Effectiveness”
- Lifeline Summer Camp Coordinator