

KRISTEN MARY BOSTON  
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## EDUCATION

Bachelor of Science in Mass Communication May 20XX  
Track: Strategic Public Relations & Integrated Marketing Communications

Undergraduate Marketing Department, Towson University, Towson, MD August 20XX– present  
Marketing and Events Intern

- x Use Salesforce to create two weekly email campaigns to recruit prospective students as well as manage and create content for social media outlets including Facebook, Twitter, Tumblr, and Instagram
- x Assist with Towson University's open houses by planning and running college sessions, student panels, and the information fair for prospective students and parents, as well as live tweeting throughout the event
- x Participate in three strategic planning sessions per week for new programming ideas, promotional giveaways, publication content, and ways to improve daily tours

Student Ambassador Team Leader January 20XX –May 20XX

- x Managed over 70 student ambassadors during weekly tours, planned monthly work meetings, created weekly email newsletters, and performed administrative duties
- x Used software programs such as Salesforce, Constant Contact, Wiggio, and Microsoft Office

Student Ambassador January 20XX– December 20XX

- x Recruited prospective students through campus tours and open house
- x Led information sessions for prospective students and their parents while answering questions about academic programs, campus life, and student activities

The Big Event, Towson University, Towson, MD

Student Director September 20XX– present

- x Plan and implement Towson University's largest day of community service
- x

Treasurer September 20XX –May 20XX  
Created and managed budgets of \$5,000 each semester for the group and handled all financial transactions

Active Member September 20XX –May 20XX

The Chesapeake Group, Chesapeake, MD

Marketing Coordinator November 20XX – June 20XX

- x Wrote, edited, and distributed weekly press releases for clients using Vocus
- x Managed and created content for social media outlets including LinkedIn, Facebook, and Twitter
- x Worked closely with the executive team to rebrand the company's image and corporate website

IMRE, Baltimore, MD

Media Intern January 20XX –May 20XX

- x Created and maintained account scorecards and measurement documents for media placements
- x Drafted media pitches, distributed press material to the media, and wrote press releases
- x Used Vocus to find contact information and create media lists to distribute press releases for clients

Project Serve, Towson, MD

Facilitator August 20XX

- x Led incoming first year students in performing service projects at locations such as the Arc of Baltimore, Maryland Food Bank and Back River Watershed to improve the greater Baltimore area

#### LEADERSHIP EXPERIENCE AT TO WSON UNIVERSITY

Office of Student Activities

Leadership Intern

August 20XX –Mco, (X)-3.4 (T)1.13