

CRISTIN ESPINOSA

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WORK EXPERIENCE

Associate Director - Content Strategist, Southern Methodist University **May 2023 - Present**

- Developed and led digital brand strategy for SMU Meadows School of the Arts and its 13 divisions.
- Oversaw digital marketing channels, including blogs, podcasts, email campaigns, and social media content.
- Managed and mentored a team of social media content creators across TikTok, Instagram, Facebook, and more.
- Monitored performance and delivered insights using Google Analytics, Buffer, and Sprout.
- Aligned all content with institutional goals and audience engagement strategy.

Digital Producer, KERA's national radio show "Think with Krys Boyd" **Feb. 2022 - May 2023**

- Boosted engagement by 50% through social media strategy across X, Instagram, and Facebook.
- Conducted audience research via online surveys, wrote SEO blog content, and managed Mailchimp newsletters.
- Supervised interns and tracked web/social performance using Google Analytics and Hootsuite.
- Edited podcast and radio audio in Adobe Audition for 1M+ weekly listeners.

Freelance Journalist, "The Dallas Morning News" **March 2021 - Jan. 2021**

- Reported on arts, food, and entertainment for 400K+ print and digital subscribers.
- Collaborated with editors, photographers, and PR teams to produce engaging stories.

Digital Intern, "The Texas Observer" **May 2021 - Sept. 2021**

- Managed a newsletter with 5,000+ subscribers, curating content and driving engagement.
- Created and executed social media strategies for Twitter, Instagram, and Facebook.
- Monitored website analytics and social media metrics to optimize audience growth and content performance.

News Reporter, Five Star Institute **Oct. 2020 - Dec. 2020**

- Reported 4–6 daily news articles on mortgage and real estate, and wrote 1–2 monthly feature stories.
- Anchored 2–3 weekly news webcasts, delivering timely industry updates.
- Edited freelance content, published on WordPress, applied SEO best practices, and built daily newsletters for 5,000+ subscribers using Campaign Monitor.

Digital Media & Marketing Assistant, Southern Methodist University **Nov. 2018 - May 2020**

- Created engaging content on YouTube, Instagram, Twitter, and Facebook, helping enroll 1,000+ students in intersession courses.
 - Collaborated with team members to develop and execute digital and in-person marketing campaigns.
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EDUCATION

Master of Science in Media Management, Arkansas State University **Graduated Dec. 2021**

- Concentration in Social Media and Digital Media, Graduated Summa Cum Laude

Bachelor of Arts in Journalism, Southern Methodist University **Graduated May 2020**

- Minor in Arts Entrepreneurship, Received SMU Outstanding Achievement Award in Writing and Editing, Graduated Summa Cum Laude
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SKILLS

- Writing, Copy Editing, Content & Brand Strategy, Audience Research, Social Media Management, Email Marketing, SEO, Digital Marketing, Microsoft Office, Salesforce, Google Analytics, Hootsuite, Buffer, Sprout Social, Adobe Creative Suite, Canva, CMS (WordPress), Video/Audio Production, Data Analysis, Team Leadership, Collaboration