



# Cristin Espinosa

MEDIA PORTFOLIO



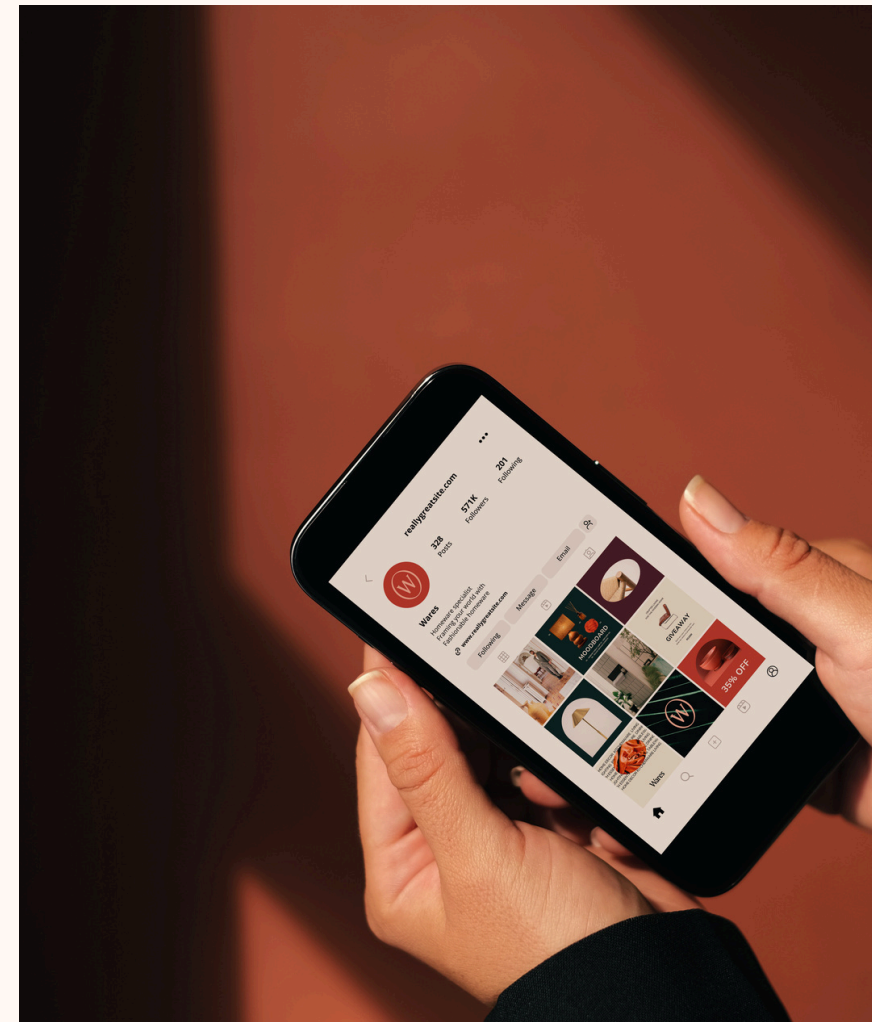
# About Me

I'm a content strategist, multimedia producer, and digital marketer based in Dallas, TX.

I manage social media, web content, and email marketing for Southern Methodist University's Meadows School of the Arts. I'm passionate about creating data-driven, audience-focused content that tells compelling stories and drives results across digital platforms.







# Master of Science in Media Management

After completing my bachelor's degree in Journalism at SMU, I earned my master's degree in Media Management at Arkansas State University in December 2021.

I focused my studies on digital media, conducting in-depth research on the behavior and news consumption of Gen Z audiences on social media.





# SOUTHERN METHODIST UNIVERSITY

I oversee content strategy for SMU Meadows School of the Arts. As a content strategist, I manage social media calendars, web content, brand strategy, video production, and email newsletters. I also lead a team of social media managers and contribute written content to the Meadows news page.




I scripted and produced the video below:



View the weekly newsletter:



 Click each sample to view it in detail.

## *SMU Advertising Professor Studies the New World of Virtual Influencers*

Dr. Quan Xie's research on virtual influencers may guide marketers on how best to utilize this new digital frontier to build deeper connections with consumers and drive meaningful social change.







I analyze our team's content performance to find ways to improve our social media and digital marketing strategies. I use Buffer and Sprout Social, along with Google Analytics. I also use Salesforce Marketing Cloud to build our weekly newsletter, "This Week at Meadows."

While much of my work is in earned media, I have also run two paid social media ad campaigns through Meta to promote major fundraising events for SMU Meadows School of the Arts.




A background image of a woman with glasses and a dark top, sitting at a desk in what appears to be a radio studio. She is looking towards the camera. The desk has various items on it, including papers and a laptop. The background is slightly blurred, showing shelves with books or papers.

# NORTH TEXAS PUBLIC BROADCASTING

KERA, owned by North Texas Public Broadcasting, is a non-profit public media organization and a member station of NPR. I served as the digital producer for KERA's *Think with Krys Boyd*, a radio show and podcast that dives into science, history, current events, and more. I managed the show's social strategy, online branding, and web content, wrote blogs, produced live radio shows and podcasts, and mentored *Think's* interns.





 Click each sample to view it in detail.



| Shutterstock

## A young person's guide to navigating the news

October 4, 2022 / Culture, Science and Technology





At *Think*, I used Hootsuite, in-app analytics, and Google Analytics to track how audiences engaged with the content I produced.

Within my first six months at *Think*, I grew the X account's engagement rate from 1% to 3.5%. Within the first month of launching an Instagram account, *Think* gained 500 followers and reached a 6% engagement rate. This is the highest engagement rate among all Instagram accounts under KERA.



# THE TEXAS OBSERVER

As the Summer 2021 digital intern for *The Texas Observer*, I gained hands-on experience managing social media content for a news publication, tracking social media analytics, creating email newsletters, and developing strategies for growth.





Click each sample to view it in detail.

*The Lede*

The Next Trans Griot



- After the death of award-winning transgender activist Monica Roberts—founder of the blog TransGriot—the people she empowered, though still grieving, are beginning to chart a new era. That's why, in January, publisher Dee Dee Watters went live with a new TransGriot website that included tributes from community members in Houston and across the country reflecting on Roberts' legacy. **But more than six months after Roberts' death, no one has yet stepped up to fill her shoes as editor.**



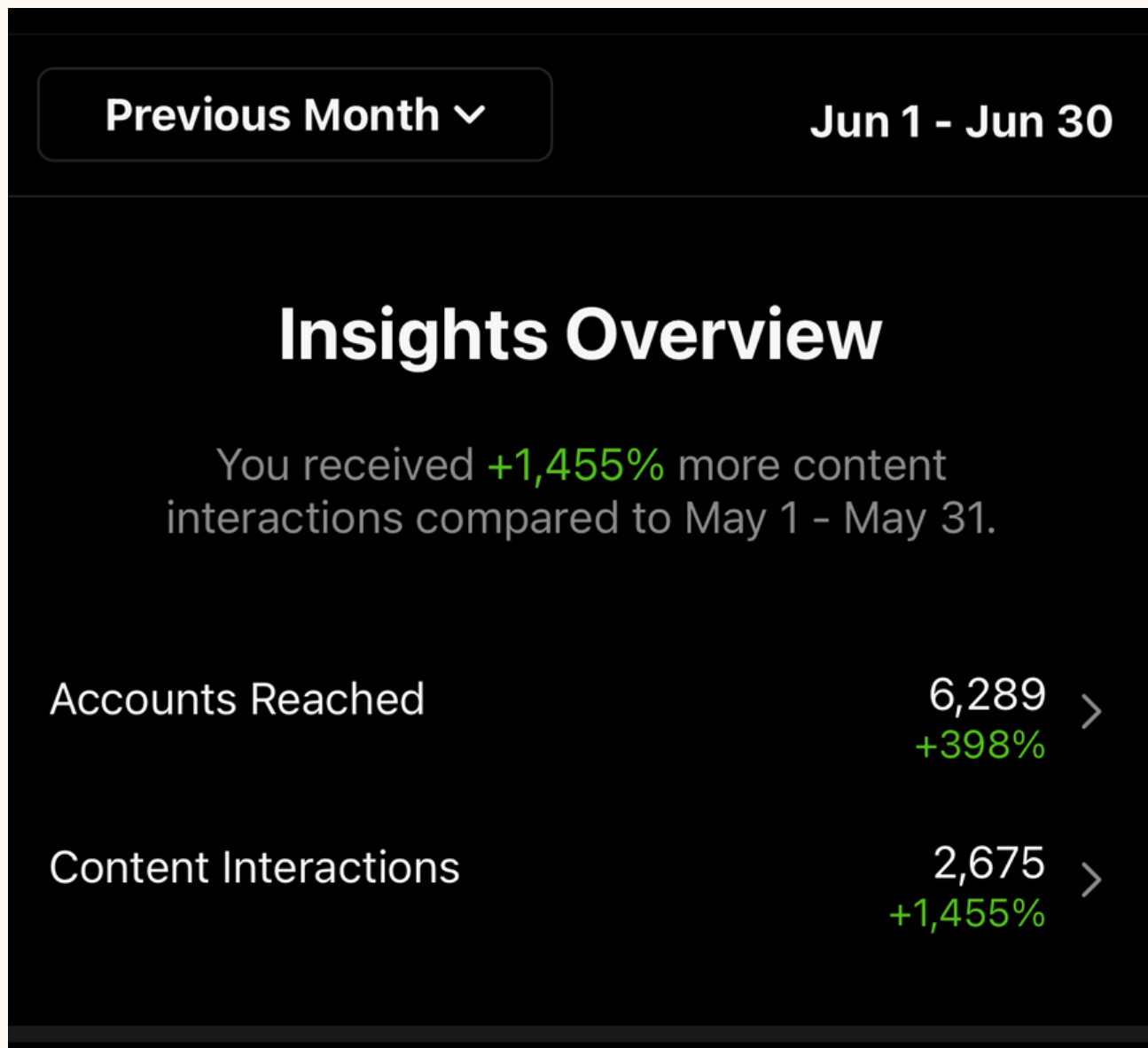
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Within the first two months of me managing Instagram, *The Texas Observer* experienced significant increases in reach and content interactions.



# Let's Connect

I spend my free time reading mystery novels, watching 2000s sitcoms, journaling, and catching up on social media trends. Learn more about me and connect on LinkedIn.

