

# Kristina Biundo

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## EDUCATION

ST. NORBERT COLLEGE, De Pere WI

**Bachelor of Arts, May 2023**

*Major:* Communications and Media Studies      *Concentration:* Media Studies

FLORENCE UNIVERSITY OF THE ARTS, Florence Italy

*Coursework in Communications and Media Studies, Spring 2022*

## INVOLVEMENT

**SAI Ambassadorship/Social Media Team**

**July 2022-Present**

### *Promotional/Publicity*

- Raise awareness and interest in study abroad opportunities by promoting the program through presentations, tabling, info sessions, and class presentations
- Participate in study abroad fairs and discuss program benefits with prospective students
- Reflect on experiences abroad to promote international education to students on campus
- Increase on-campus participation and community outreach through a variety of creative means

### *Student Services*

**July 2022-Present**

- Valuable mix of marketing, teamwork, event planning, writing and advising
- Exercising both creativity and people skills to get students interested in SAI programs or other study abroad programs in general
- Empathetic to provide students help and advice through the process of applying to study abroad

## INTERNSHIP

**Social Media/Marketing Intern, Bedford Paper Inc., De Pere WI**

**Aug. 2022-Present**

- Created a professional backdrop for the International Sanitary Supply Association trade show in Chicago
- Boosted engagements on social media with an upwards of 20% by creating an Instagram account and new posts for LinkedIn and Facebook
- Focus on organizational communication such as updating the company's website, monthly newsletters, and weekly employee presentations
- Effectively learning and utilizing my skills in internal communication, creative media planning, and curating social media posts for Instagram, Facebook, and LinkedIn
- Learning the process of production lines and the importance of each machine to properly market the products

## WORK EXPERIENCE

**Marketing Coordinator, Monitor Technologies LLC, Elgin IL**

**June. 2023-Present**

**Tutor, St. Norbert College, De Pere WI**

**Feb. 2023-Present**

- Assist students with materials in Communication and Media Studies classes to better understand the material to further succeed
- Preparing materials before meeting with students in their upperclassmen years to properly guide them through Communication and Media Studies material
- Check in with students to make sure they understand material and if not, find a way so they do

**Photographer/Production Assistant, WBA/with WACY and NBC26, Green Bay WI    Sept. 2021-Jan. 2023**

- Traveled to highschool football games to manage and broadcast on TV utilizing the endzone camera
- Managed the main game camera to broadcast the Wisconsin Herd home games in Oshkosh, WI
- Boom Operator for the Annual Green Bay Holiday Parade

- Worked with a set crew to set up and strike down cables, cameras, microphones, lighting equipment, and creating platforms for camera positions. As well as learning almost all important roles behind the camera
- Effectively communicated and listened to managers and directors where the camera should be shooting on air

**Co-Manager of Social Media, St. Norbert College, De Pere WI**

**Nov. 2020-Aug. 2021**

- Volunteered time to assist managing the Men's and Women's Swim Team's social media platforms during the season and out of season
- Worked with programs like Canva, Microsoft Word, Google Sheets, and Adobe Photoshop to create templates and media calendars for themed posts
- Created and monitored content for Facebook, Twitter, Instagram, and TikTok
- Effectively monitored and directs different cameras for live streams of Division III college swim meets

**Assistant Manager/Lifeguard/Swim Instructor, Sycamore Park District, Sycamore IL      June 2017-2021**

- Carefully enforced swimming facility policies and guidelines to ensure water safety throughout all patrons and staff utilizing Red Cross procedures
- Supervised patrons to be safe at all times, assisting them when needed, and always answered questions when patrons asked, and had great leadership skills to train 15 incoming lifeguards
- Taught 12 children per session between ages 5-12 swimming skills resulting in knowing how to swim
- Administered first-aid and CPR in response to life-threatening situations such as performing an in-water and an on-land rescues
- Monitored chlorine and pH and water levels at least three times per day and recorded it on health forms

**Phone Receptionist/Cashier, DeKalb Sycamore Motor Company, Sycamore IL**

**Mar. 2019-Aug. 2019**

- Managed customer car keys when cars are in service, then guided customers to their cars in the service area
- Handled incoming and outgoing phone calls with professionalism to ensure a quality customer experience by following established protocols
- Filed car loan paperwork for client insurance companies' utilizing attention to detail to ensure timely processing and to provide the customer with exceptional service

**BUD, St. Norbert College, De Pere WI**

**Sept. 2019-Present**

**Social Media Content Creator, Florence University of the Arts, Florence Italy**

**Feb. 2022-May 2023**

**BUD Fundraiser Chair, St. Norbert College, De Pere WI**

**Mar. 2021-Dec. 2021**

**St. Norbert College NCAA Division III Women's Swimming, De Pere WI**

**Aug. 2019-Aug. 2021**

**After School Group Leader, YMCA, Green Bay WI**

**Sept. 2020-Oct. 2020**

**SKILLS**

Microsoft - Canva - Wordpress - PosterMyWall - Photography - Adobe Lightroom - Adobe Photoshop - Adobe Illustrator - Google Workspace - CPR Certified - International Experience - Dual Citizenship in USA and Italy - Social Media Platforms in Professional Setting