

Kristina E. Rossi

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Education

Kennesaw State University, Kennesaw, GA

July, 2013

Bachelors of Mass Communication with a focus on Media Studies, and a minor in Peace Studies

GPA: 3.4

Skills

Excellent written and verbal communication skills. Self-motivated, very organized, ability to learn fast, work well under pressure, meet assigned deadlines, deliver high quality results, and capable of performing and completing work tasks without supervision. Also able to coordinate multiple projects simultaneously.

- Extremely well versed in Social Media management
 - Knowledgeable on how to use social media as an effective marketing tool
 - Understands and appropriately operates social media sites in a way to build relationships and enhance revenue
 - Is able to produce original and creative content for an array of social media sites such as Facebook, Twitter, Instagram, and even blogs
- Successful at writing Press Releases in proper formats
- Administration skills including excellent note-taking, typing, and organization abilities
- SEO
- Able to utilize Microsoft Office Word and Excel in creating spreadsheet, databases, charts, graphs, etc.
- Strong ability to produce well written, interesting news stories and content following proper AP, APA, and MLA styles
- Capable of putting together short videos and commercials
- Outstanding public speaker
- Slightly versed in Adobe Illustrator & Photoshop
- Great team player and able to work well with others

Experience

Business Manager for Barefoot Farmer, LLC.

Red Boiling Springs, TN. (615) 699-2493

March 2013- Present

- Assist in managing internship program
- Responsible for planning and organizing conferences, music festivals, and retreats with thousands of attendees on farm and at other locations such as Vanderbilt University and Tennessee State University.
 - Create and deploy marketing campaigns
 - Create and distribute flyers, programs, schedules, and other print materials
 - Manage teams of workers and volunteers
 - Accounting
 - Coordination and communication with individuals across many sectors including business, government, and community groups
- In charge of website
- Responsible for the operations and maintenance of all company's social media sites and accounts. Optimize traffic, build networks, create and distribute content, etc.
- Responsible for weekly e-newsletters.
- Handle and coordinate all field trips and visits to farm for scholastic and educational purposes
- Communicate directly with and help manage weekly CSA which delivers to Nashville, TN
- Manage and operate Farmers Market in Red Boiling Springs

Grant Writer/Administrator

June 2014- October 2015

- Wrote and received USDA grant for \$100,000 to be used for Farmers Market in Red Boiling Springs and Training and Educational Program for Barefoot Farmer, Jeff Poppen.
- Administrated and documented grant award.

Online Marketing Teacher

September 2014-Present

Consults and gives workshops on Internet marketing and advertising with a concentration in social media and web design.

Online Media and Marketing Manager, Johnny Mitchells Smokehouse

Cartersville, Ga. (770) 383-3383

September 2011- May 2014

- Responsible for the operations and maintenance of all company's social media sites and accounts.
- Responsible for monthly e-newsletters.
- Responsible for all online marketing, promotions, and public relations.
- Responsible for monitoring any blogs, reviews, or articles about the company.
- Competently implemented and manage new and modern ways to advertise more effectively and cost efficiently.

Server Trainer, Cracker Barrel Old Country Store

Kennesaw, Ga.

June 2009 - Present

- Train any new server to be a productive, knowledgeable, and effective employee who other employees enjoy working with.
- Act as a day-to-day coach to all fellow employees in the way of directing them and helping them to become better employees.
- Responsible for ensuring a positive, team environment.
- Responsible for coordinating day-to-day floor plans and assigning employee's their daily work and duties.
- Responsible for overseeing employee transactions in regards to food service.
- Responsible for ensuring every guest is well taken care of and satisfied with his or her experience.
- Responsible for running employee meetings.
- Work in a fast-paced busy environment.
- Work in a team environment.

Lead Hostess, Long Horn Steakhouse

Woodstock, Ga.

September 2008 - June 2009

- In charge of all incoming guests and all exiting guests.
- Worked in a fast-paced busy environment.
- Managed other Hosts and ensured that they were doing everything necessary for the shift to run smoothly.

Luciano's On The Lake, Floor Manager.

Waleska, Ga.

July 2004 – August 2008

- In charge of all servers, bussers, and kitchen staff when the owners were out.
- Stepped in to serve and/or host when needed.
- Coordinated events such as birthday parties, karaoke nights, and wine tastings.