

# CHRISTINE SWEIS

*Marketing and Advertising*

## PROFILE

Creative and results-driven marketing and social media professional with over five years of experience in developing and executing successful marketing strategies and campaigns. Expertise in leveraging social media platforms to drive engagement, increase brand visibility, and achieve business goals. Developed and implemented social media strategies that increased brand awareness by 32% and engagement by 48% across platforms such as Facebook, Instagram, Twitter, and LinkedIn.

## SKILLS

- Social Media Strategy Development
- Judgment and Decision Making
- Social Perceptiveness
- Teamwork
- Market Research
- Consumer Insights
- Ethical Practice
- Conflict Resolution
- Entertainment Industry

## CAREER EXPERIENCES

### *Office Assistant*

#### **PERRY'S STEAKHOUSE & GRILLE | JULY 2021-CURRENT**

- Knowledgeable in the principles of recruitment and selection, onboarding, training and employee development, and engagement.
- Provides support to the HR department, including scheduling interviews, processing paperwork, and maintaining files.
- Strong written and verbal communication skills to interact with employees at all levels of the organization.
- Responds to social media reviews and feedback on OpenTable, Google, Yelp and TripAdvisor.
- Proficient in OpenTable, Compeat, Aloha and ADP software system.

### *Sales and Marketing Coordinator*

#### **WEIGEL BROADCASTING | FEBRUARY 2022- AUGUST 2022**

- Ability to create and edit marketing content, including written copy, graphics, videos, and other multimedia materials, to support marketing campaigns and initiatives.
- Skill in organizing, and executing events, such as product launches, to generate leads and promote brand awareness.
- Strong verbal and written communication skills for effectively conveying marketing messages, coordinating with team members, and interacting with clients or customers.
- Strong operational efficiency, and proficiency in Microsoft Office suite
- Provided assistance to the sales team and Account Executives by organizing production requests for commercial spots.

### *Casting Assistant*

#### **CINESPACE CHICAGO FILM STUDIO | SEPTEMBER 2020-MARCH 2021**

- Ability to prioritize tasks, meet deadlines, and manage time effectively in a fast-paced and deadline-driven environment.
- Collaboration with casting directors, producers, directors, and other team members to understand casting requirements, provide input on casting decisions, and contribute to the casting strategy.
- Precision in reviewing actor submissions, scheduling auditions, and maintaining accurate records of actor information, headshots, and resumes.
- Capability to conduct research to find suitable actors for specific roles, including scouting talent online.

## EDUCATION

### *Public Relations and Advertising (BA)*

DePaul University  
2020

### *Fine Arts (AA)*

Moraine Valley Community College  
2016

## INTERNSHIPS

### *Community Outreach Sales and Marketing*

WTTW PBS Kids

### *Wish Granter*

Make-A-Wish Foundation

## CONTACT ME .

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