Kristen Bryan

[tel] 404-556-8945
[email] kristennbryan@gmail.com

EXPERIENCE

Kennesaw State University
March 2021-Present

Associate Director, Marketing Communications (Formerly Assistant Director, Marketing Communications)
June 2025-Present

- Streamlined drip email and text campaigns for Undergraduate Admissions, resulting in a customized customer journey based on where a student entered the enrollment funnel and an increase in enrollment by 12% year-over-year.
- Directed and supported marketing and communications projects for multiple colleges and departments within the University to increase student engagement and improve retention rates by 7% year-over-year.
- Led three consecutive years of the University Summer Push communications campaign to increase summer enrollment by 11% year-over-year.
- Developed, implemented, and updated web pages for departments.
- Monitored enrollment funnel numbers and directed adjustments to marketing campaigns within Enrollment Services.
- Spearheaded the TargetX "Super User" interface and process that allowed a unified University platform for holistic communications.
- Managed day-to-day operations of the marketing communications office, including overseeing a staff of five specialists, gathering and delegating requests, collaborating with the Associate Director of Creative Services, and assisting the Director of Marketing and Communications.
- Gained a title change due to workload exceeding the Assistant Director job description.

Enrollment Services Marketing Communications Specialist
March 2021-December 2023

- Created and implemented strategic projects and holistic marketing campaigns for multiple departments within the Enrollment Services division and University, including emails, texts, calls, social media, and digital and printed marketing materials, to educate students and parents on admissions processes, orientation, registration, graduation, health services, campus and athletic events, payment options and deadlines, loans, scholarships, and Free Application for Federal Student Aid (FAFSA) applications.
- Maintained average 38% email open rates and 45% text click rates for campaigns delivered to 40,000+ students and parents daily; completed yearly FAFSA application cycles with over 95% application completion rates and over 93% Verification completion rates for both new and returning students; increased student registration by 10%; decreased student deletions for nonpayment by 2%.
- Updated web copy based on SEO best practices for multiple University department websites, including Career Planning and Development, Undergraduate Admissions, and Financial Aid.
- Interviewed, hired, and managed two Federal Work-Study student workers as office assistants and University mascots; managed work schedule, assigned tasks and special projects as needed, and managed the mascot schedule for various student events.

Contract Work
June 2020-January 2022
Freelance Marketing Communications Specialist

- Designed, implemented, produced, and managed various marketing content and holistic campaigns including sales funnels, email drip campaigns, paid social media campaigns and daily organic social media postings, marketing collateral, podcasts, live video events, and website content for industries including business and wellness coaching, food and beverage, ad agencies, IT, and telecommunications.
- Helped manage a small team of two marketing interns, including interviewing and hiring, overseeing daily tasks, and holding weekly meetings.

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EXPERIENCE CONTINUED

ID8 Agency
January 2018-June 2020

Copywriter
December 2019-June 2020

- Developed content for both print and digital media, including brand positioning and messaging, sales copy, blogs, website copy, email campaigns, and PPC campaigns, and delivered on time and under budget.
- Created content and editorial calendars based on strategic research on the latest trends and best practices.
- Managed agency and client social media platforms (LinkedIn, Facebook, Instagram, YouTube, and Twitter) with a 2%-3% engagement rate.
- Developed monthly analytics presentations for agency and clients using Google Analytics, Hootsuite, and native social platform analytics tools to measure KPIs and create actionable plans to increase revenue and ROI.
- Managed small projects (less than $1,000 and pro bono work) and ensured creative team delivered work on time and under budget.

Agency Assistant
January 2018-December 2019

- Reported directly to CEO; managed calendar and scheduled all meetings, booked and planned travel, read and responded to emails, and ran daily business and personal errands as needed.
- Managed daily organization of office including cleaning, ordering, and stocking office supplies, ordering and delivering lunch, greeting guests, answering and routing calls, planning special events, and handling all IT/ equipment upkeep
  and issues.
- Assisted sales team with sourcing and procuring clients through telemarketing, email campaigns, and responding to RFP/RFQ requests; won three proposals for higher education and government municipalities.

VOLUNTEER WORK

East Paulding Youth Football and Cheer
August 2021-November 2021
Head Coach, K-1 Cheerleading Team

- Coached 20 kindergarten and first grade girls three days a week, taught 30 different cheers and a halftime dance routine, and facilitated nine home and away football games.
- Organized three different fundraisers and end of year party, and managed $2000 in funds for the team to make and purchase end of year gifts and awards.

Marietta Square Winter Wonderland
January 2018-June 2020
Marketing Chair

- Coordinated with the organization and its sponsors to plan, develop, and execute branded content for the yearly Christmas event, including social media content (Facebook and Instagram), signage, and additional print and digital media assets.
- Raised $10,000 two years in a row to give back to The Center for Family Resources
- Updated content on website throughout the year.
- Planned special events throughout the year to benefit the organization and other local non-profits.

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SKILLS & APPLICATIONS

Adobe Creative Suite
Asana
BigCommerce
Campus ESP
FG Funnels
Google Analytics
Google Business Suite
Hootsuite
MacOS
Mailchimp
Microsoft Office Suite
Microsoft Windows
Modern Campus CMS
ProWorkflow
Social Media Platforms
Salesforce
Liaison TargetX
Squarespace
WordPress

EDUCATION

Master of Arts, Journalism and Mass Communication
Concentration in Emerging Media
University of Georgia
May 2028

Bachelor of Science, Journalism and Emerging Media
Minor in Psychology
Kennesaw State University
December 2016

CERTIFICATIONS & AWARDS

High Impact Leadership Program
Kennesaw State University
May 2026

2025 Excellence in Innovation Award
Kennesaw State University

Project Management Certificate
Kennesaw State University
September 2022