



CRISTINA BETZ

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Creative and detail-oriented marketing professional with a strong background in content creation, brand storytelling, and event support. Adept at executing marketing campaigns, developing engaging social media content, and ensuring brand consistency. Passionate about leveraging multimedia storytelling to enhance audience engagement and brand visibility.

EXPERIENCE

WKU Marketing & Communications

Creative Video Content Specialist | July 2023 - Present

- Develop, record, and edit video content for various social media platforms, ensuring alignment with brand strategy.
- Contributed to a 25% increase in WKU's total Instagram Reels output, enhancing audience engagement and brand reach.
- Produced WKU's top most-viewed Instagram Reel, reaching 19.4 million views.
- Create promotional content to drive engagement and enhance brand awareness.

Photo Intern | September 2021 - May 2023

- Captured and edited high-quality images of student and faculty events for newsletters and social media.

Cherry Creative

Creative Director | August 2022 - May 2023

- Led a team of 15 in brainstorming, creating, and executing sponsored content published through print and online.
- Managed editorial content, collaborated with clients, and ensured publication deadlines were met.

Photo Editor | August 2021 - May 2022

- Oversaw photography assignments, ensuring brand consistency in visual storytelling.
- Selected, edited, and formatted images for online and print.

Staff Photographer | August 2020 - May 2021

- Created visual content for sponsored and editorial assignments, strengthening brand engagement.

U.S. Army ROTC - Cadet Summer Training

Photo and Video Intern | May 2022 - August 2022

- Produced multimedia content, including interviews and short documentaries, for digital marketing efforts.
- Managed social media content for audience engagement across YouTube, Instagram, and Facebook.

EDUCATION

Master of Business Administration

Western Kentucky University

Expected Graduation | December 2025

Bachelor of Arts in Photojournalism

Western Kentucky University

Graduation | May 2023

Minors: Entrepreneurship & Broadcasting

Cumulative GPA: 3.8

Summa Cum Laude

SKILLS & EXPERTISE

- Marketing Campaign Support & Execution
- Social Media Content Creation (Instagram, YouTube, TikTok, Facebook)
- Adobe Creative Suite (Premiere Pro, Photoshop, InDesign, Lightroom)
- Photography and Videography
- Data Tracking & Performance Metrics Analysis

AWARD

Gold Winner – Markie Awards 2024

American Marketing Association – Commercial, Less Than 30 Seconds

Awarded for outstanding creative direction and execution of a Women's History Month video campaign.

REFERENCES

Available upon request.