



CRYSTAL FRANKLIN

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WORK EXPERIENCE

RETAIL SALES ASSOCIATE Sep 2022 - Present

Adidas Employee Store | Portland, Oregon

- Creating positive customer service experiences by answering questions, recommending products, finding sizes, building outfits, managing fitting rooms, and cashiering
- Assisting with store operations through product replenishment, unloading and processing product arrivals, backstocking, cleaning, and visual merchandising
- Comfortable working in a fast-paced and teamwork-oriented environment

SOCIAL MEDIA INTERN May 2022 - Aug 2022

Women's Healthcare Associates, LLC | Portland, Oregon

- Earned position through the Emerging Leaders Internship (ELI) program
- Researched and analyzed competitor social accounts and presented results
- Developed annual social media editorial calendar and monthly content strategy
- Pitched original ideas to satisfy strategic and content objectives
- Selected photography, wrote copy, and produced 26 creative assets for paid social media campaign on Facebook and Instagram
- Designed and produced branded social content post templates
- Researched, wrote, and produced social graphics and post copy

PAID SOCIAL INTERN Jun 2021 - Aug 2021

Mediahub Worldwide | Los Angeles, California

- Selected out of hundreds of applicants nationally for the position through the 4A's Multicultural Advertising Internship Program (MAIP)
- Focused on paid social media strategy for Patrón Tequila
- Attended 10 company workshop sessions to stay informed about emerging trends, technology, and strategies in media
- Collaborated to gather target audience research, brainstorm campaign ideas and solutions, and create presentations to be shared with the client

MEDIA PLANNER Jan 2021 - Jun 2021

Allen Hall Advertising | Eugene, Oregon

- Led a small team focused on social media planning and strategy for USAFacts
- Composed a content posting schedule and hashtag selection method for a newly-launched TikTok account and grew audience engagement to 11.21%
- Tracked campaign KPIs daily (likes, shares, comments) over six TikToks posted during a five-week period and presented results to the client
- Researched target audience to determine optimal posting times and potential influencer marketing strategies
- Generated paid and organic budgeting options with potential reach results

ILLUSTRATOR Oct 2020 - Jun 2021

Align Magazine | Eugene, Oregon

- Collaborated with authors to ensure the digital illustrations produced would serve as strong visual aids to their stories
- Designed stickers to be sold by the magazine for fundraising efforts through the 2020-2022 academic years
- Provided quick revisions and edits to work based on editor feedback to meet deadlines

EDUCATION

University of Oregon

Eugene, Oregon | 2017 - 2021

Dual Degree

- B.A. Journalism: Advertising, Minor in Korean
- B.A. International Studies, Minor in East Asian Studies

Korea University

Seoul, South Korea | 2019 - 2020

- Exchange student program

SKILLS

Professional

- Highly creative
- Adaptability
- Detail-oriented
- Problem-solving
- Time management

Technical

- Mac OS, Windows 10
- Adobe Creative Suite
 - Illustrator, Photoshop, Premiere Pro
- Microsoft Office
 - Excel, Outlook, PowerPoint, Word
- Google Suite
- Microsoft Teams, Zoom, Slack
- Canva, iMovie
- Wordpress, CoSchedule
- Snapchat Essentials Certificate (expires July 2023)
- Korean language: limited-working proficiency

AWARDS

- University of Oregon Dean's List x6 (2018-2021)
- Benjamin A. Gilman International Scholarship (2019)

ASK ME ABOUT

- South Korea, Philippines, horror movies, K-dramas, traveling, volleyball, track and field, arts and crafts, fashion and beauty trends