

Kristina O'Connor

kristina@kristinaoconnor.me

kristinaoconnor.me

(347) 854-8581

I'm a graphic designer and marketer with a background in fashion, where I learned to understand client needs and collaborate in a fast-moving creative environment. Since then, I've built experience across brand design, digital campaigns, and social strategy.

Core Skills

- **Digital Marketing:** Social media strategy, Facebook Ads, Google Ads, email marketing, SEO
- **Design:** Canva, Adobe Creative Cloud
- **Analytics:** Google Analytics
- **Professional:** Communication, time management, problem solving

Work Experience

The Mature Dog – Webmaster and Social Media Manager

2026 – Present

- Manage and maintain website
- Social media content creation

Karoo Health – Freelance Graphic Designer

2023 – Present

- Design digital and print materials to support marketing initiatives
- Collaborate with senior management to ensure brand consistency across creative assets

Velerisa – Marketing Assistant

2022 – Present

- Design marketing flyers and digital visuals to support sales and promotional efforts
- Manage and optimize Facebook Ads campaigns to boost visibility and audience reach
- Post social media communication, including graphic creation and caption writing
- Communicate directly with potential clients via social channels
- Lead English-speaking distributions and communication

Various Agencies – Fashion Model

2010 – 2026

- Adapt to fast-paced, deadline-driven environments focused on client satisfaction
- Develop cognizance of brand messaging, audience engagement, and creative collaboration

Volunteer Experience

I'm Going To Be (nonprofit) – Social Media Manager

2025 – Present

- Social media content creation
- Copywriting and caption writing

Education

Baruch College – B.A. in Communications (specialized in Graphic Communication), 2018

- GPA: 3.9 | Sigma Alpha Delta Honor Society

Borough of Manhattan Community College – A.D. in Liberal Arts, 2016

- GPA: 4.0

Google Career Certificate: Digital Marketing & E-Commerce, 2022

- Training in SEO, Google Ads, marketing analytics, email campaigns, and e-commerce