



# CHRISTINA DRUEN

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## EDUCATION

### EMORY & HENRY COLLEGE

Emory, Virginia

Bachelor of Arts | Mass Communications

Minor: Management & Music

May 2016 | GPA: 3.6

### NELSON CO. HIGH SCHOOL

Lovington, Virginia

May 2012 | GPA: 4.4

## VOLUNTEER WORK

### ACADEMY OF COUNTRY MUSIC

*Crew Captain* | April 2015, 2016, 2017

- Crew Captain for the 50th, 51st, 52nd Academy of Country Music Awards
- Lead of a group of 10 volunteers
- Helped manage festival grounds during Party for a Cause Festival
- Executed crowd control during autograph sessions
- Set-up and run ACM booth

### AMERICAN ADVERTISING FEDERATION OF SOUTHWEST VIRGINIA

*Communications Chair* | June 2016 - present

- Efforts are volunteer which creates an opportunity to serve the community
- Communicate all efforts of the club to the public
- Conceptualize, create and implement all advertising for the club

## WORK EXPERIENCE

### SOUTHWEST VIRGINIA COMMUNITY HEALTH SYSTEMS

*Marketing & Design Coordinator* | October 2016 - present

Aid in rebranding the organization • Increase visibility through assistance with appearance of print and electronic material • Conceptualize and implements collateral materials, advertising, video and news releases • Maintains and updates website • Manages online content and social media campaigns

### MARTIN-McCLURE RACING

*Media Relations Representative* | April 2016 - present

Develops press releases before and after each race • Accompanies NASCAR drivers to all media obligations • Serves as the media liaison for drivers and team • Manages all social media platforms including live tweeting during NASCAR races • Keeps track of drivers' schedules • Designs all collateral material and merchandise • Assists in planning team events

### LAVELLE MANUFACTURING

*Independent Marketing Contractor* | Fall 2016, Spring 2017

Contracts on to advertise events • Creates email campaigns and manages all contacts • Writes press releases for events • Designs all print material • Creates various social media campaigns • Manages and updates website content

### DOGWOOD MARKETING

*Graphic Designer / Sales Rep.* | May 2016 - October 2016

Created content needed by clients for logos, t-shirt designs, promotional materials, etc. • Embroidered and used the heat press to make t-shirts and other garments • Helped with office duties • Managed social media

### ACADEMY OF COUNTRY MUSIC

*Events and Operations Intern* | Summer 2015

Volunteer Manager, ACM Honors Awards Show (Nashville, TN) • Assisted in planning entertainment (Country Music Star, Hunter Hayes) for the Special Olympic World Games in Los Angeles, CA • Edited video when needed • Catalogued autographed guitars • Assisted with inventory

### FAMILY PROMISE OF BRISTOL

*Communications Intern* | Fall 2015 - Spring 2016

Developed email campaigns to volunteers and members of the community • Aided in the re-design of their website • Manage social media platforms • Designed print materials • Currently a member of the Development Committee

## TECHNICAL SKILLS

Adobe Audition	● ● ● ● ○ ○	Final Cut	● ● ● ● ● ○
InDesign	● ● ● ● ● ○	Shooting Video	● ● ● ● ● ○
Photoshop	● ● ● ○ ○ ○	Editing Video	● ● ● ● ● ○
Illustrator	● ● ● ● ● ○	News Writing	● ● ● ● ○ ○
Word Press	● ● ● ● ○ ○	Social Media	● ● ● ● ● ●