

Kristina Rosborough

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AREAS OF EXPERTISE

- Adobe Spark
- B2B Relationship Management
- Complex Troubleshooting
- Content Creation
- Critical Thinking & Judgement
- CRM Operating Systems
- Customer Onboarding
- Customer Service
- Customer Support
- Data Entry & Analysis
- Forward Facing Customer Support
- Google Suite
- Independent Research
- Innovative Problem Solving
- Interpersonal Relationships
- KPI Objectives
- Microsoft Office Suite
- Multitasking & Prioritization
- Negotiation & Networking
- Organizational Development
- Product Development
- SaaS Sales & Consulting
- Social Media Analytics
- Social Media Strategy
- Team Leadership
- Technical Communication
- Technical Support
- Written and Verbal Communication

EDUCATION

M.A., Strategic Communication

Southeastern Louisiana University
2022

B.A., English Language and Literature

Southeastern Louisiana University
2014

PROFESSIONAL EXPERIENCE

Administrator- Team Lead

03/2020 to Present

Louisiana Secretary of State, Baton Rouge, LA

- Manage team by strategically distributing projects and duties to meet goals. Resolve technical problems and liaise with IT department on issues.
- Provide high quality customer service to those who have escalated calls.
- Develop documents and solutions regarding information gaps between policy and information, and between upper management and team members.
- Authored an original visual presentation for a custom website and online resources.
- Increased efficiency of section by 37% through development of manual of instructions for direct customer use.
- Serves as a team leader, leads new hire onboarding efforts, and supervises over 20 employees at once
- Helped develop instructional video for direct customer assistance.

Administrator

10/2014 to Present

Louisiana Secretary of State, Baton Rouge, LA

- Conduct automated and manual tests to ensure developer software is operational and functional.
- Identify problems within products before they are made available to users. Collaborate with IT liaison to understand the scope of projects and provide objective feedback for developers.
- Prepared certification and authentication documents.
- Partners with teams from various departments to ensure the fulfillment of client's needs are executed
- Represents the firm as the primary contact for the office and effectively resolves client's complex issues
- Offers client support by monitoring live chat, email, and social media to fulfill inquires professionally
- Provides technical troubleshooting and acts as the go-to person when faced with systematic glitches
- Communicates information continuously to cross-departmental teams, ensuring the optimization of resources
- Creates, distributes, and evaluates customer reviews to understand necessary areas of improvement
- Worked with over 50 clients a day to understand client goals and offer comprehensive customer support

CERTIFICATIONS

Social Media Analytics Course

Issued by: Quintly

- Basic principles of social media analytics
- Differentiation from other forms of social media monitoring
- Goal setting and measurement with social media analytics
- Creation of social media reports
- How social media analytics can benefit businesses

Fundamentals of Social Media

Issued by: Muck Rack

- Best practices and understanding of Twitter, Facebook, LinkedIn and Instagram.

Influencer Marketing - Industry Specialist

Issued by: Meltwater

- How to develop an influencer marketing strategy
- Design a campaign
- Manage and analyze an influencer marketing campaign

Hootsuite Platform Certification

Issued by: Hootsuite

- How to develop the skills to use core Hootsuite products to their full potential
- Boost the impact of social media efforts
- How to Drive results and prove your ROI.

Hootsuite Social Marketing Certification

Issued by: Hootsuite

- Indicates competency and proficiency in the tactical applications of the essential elements of social marketing.
- Social media strategy
- Community building
- Content marketing and social media advertising.

Content Marketing

Issued by: HubSpot Academy

The Power of Storytelling

- Building a Content Creation Framework
- Planning a Long-Term Content Strategy
- Generating Content Ideas
- Creating Quality Blog Content Your Audience Loves to Read and Share
- How HubSpot Uses Blogging to Rank #1 on Google

Inbound

Issued by: HubSpot Academy

- Inbound Understanding the Fundamentals of Inbound
- Growing Your Business with a Flywheel Model
- Creating a Company Purpose
- Setting Business Goals
- Creating Buyer Personas

Inbound Marketing

Issued by: HubSpot Academy

- Inbound Marketing Fundamentals
- Planning a Long-Term Content Strategy
- Creating a Blog Post
- Creating Topic Clusters and Pillar Pages
- Understanding Social Media Promotion
- Developing a Conversational Growth Strategy

SEO

Issued by: HubSpot Academy

- Knowledge about SEO
- How to optimize a website to perform well in search engines

Introduction to Data Studio

Google Analytics Academy

- How to visualize data online to gain insights
- How to connect data, create impactful reports, and collaborate with teammates.
- Design compelling reports to share with different stakeholders.

Social Media Marketing Certification Course

Issued by: HubSpot Academy

- Developing a Social Media Strategy
- Social Media Listening and Monitoring
- Building a Content Strategy for Social Media
- Social Media Calendar Template Tutorial
- Extending Your Reach on Social Media
- Using Social Media to Build One-to-One Relationships