



ELENA CHRISTENSEN

Writing,
Marketing
&
Social Media
Aficionado

CONTACT

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SKILLS

- Highly organized when coordinating projects and teams
- Attentive to public opinion and dedicated to excellent communication
- Fluent in Mac & PC; a quick learner with unfamiliar software
- Can make magic happen with a simple word processor
- Well-versed in social media and forums, including Facebook, Twitter, Instagram, Twitch, YouTube, Reddit, and Board Game Geek
- Intermediate skills in photography, graphic design, videography, and video editing



EXPERIENCE

SOCIAL MARKETING COORDINATOR & WRITER

ASMODEE NORTH AMERICA | JAN 2016 - PRESENT

- Write timely, professional, and engaging marketing content and campaigns for dozens of tabletop games
- Increase product visibility with attention-grabbing social media content and well-placed review copies
- Collaborate with team members to create and execute both day-to-day and long-term marketing strategies
- Complete unique and sometimes unprecedented projects and tasks as requested
- Represent the publisher, its studios, and their many games at industry shows and on live social videos

MARKETING COORDINATOR

BIGOS MANAGEMENT, INC. | JUN 2015 - JAN 2016

- Executed social media campaigns
- Analyzed SEO and ROI
- Designed promotional materials

ONLINE EDITOR, COPY EDITOR, COLUMNIST

MANITOU MESSENGER | MAY 2013 - MAY 2015

- Conducted research and wrote a variety of articles
- Ensured relevancy and ease-of-use of the website
- Corrected factual inconsistencies and grammatical errors

VARIOUS POSITIONS AT ST. OLAF COLLEGE

ST. OLAF COLLEGE | NOV 2012 - MAY 2015

- Maintained the St. Olaf Athletics website
- Performed administrative duties relating to the operations of the student commons
- Ensured accuracy and readability of 200-page publication

EDITORIAL INTERN

SOUTH WASHINGTON COUNTY BULLETIN | SUMMER 2011

- Held interviews, took photographs, wrote articles, and edited online and print editions of the newspaper



EDUCATION

BACHELOR OF ARTS, MAJOR IN ENGLISH

CONCENTRATIONS IN MEDIA, FILM, AND NORDIC STUDIES

ST. OLAF COLLEGE | 2011 - 2015

HIGH SCHOOL

PARK SENIOR HIGH SCHOOL | 2008 - 2011

GPA: 3.7