

# MEREDITH KRISTUFEK

Creative Production | Visual Storytelling | Fashion Marketing | Social Strategy

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## EDUCATION

BFA in Fashion Marketing and Management  
Minor in Social Strategy and Management

**Savannah College of Art and Design**  
Savannah, GA

Graduated June 2024  
Dean's List  
4/4 GPA

**Social Strategy Short Term Study Abroad**

Three week program with excursions to London,  
Lacoste, Rome, and Florence

## ACHIEVEMENTS

Academic Honors Scholarship

Achievement Honors Scholarship

National Student Emmy Nominee

International Design Award Nominee

## CERTIFICATIONS

**Sprinklr Distributed and Social Analyst Pro**  
Sprinklr (2024)

**Excel 2016 Essential Training**  
LinkedIn (2023)

**SCADamp**  
SCAD (2023)

**Adobe Photoshop Certified Professional**  
Adobe (2022)

**Inside LVMH Certified**  
LVMH (2022)

## SKILLS

Professional	Industry	Software
Leadership	Production	Adobe Suite
Dependable	Art Direction	Microsoft Office
Collaborative	Storytelling	Google Analytics
Adaptable	Social Media	Canva
Communication	Marketing	Figma
Problem Solver	Strategy	Sprinklr
Organized	Styling	Agorapulse
Growth Mindset	Visuals	Sprout Social

## PROFESSIONAL EXPERIENCE

**Brand and Performance Media Intern** 2024 - Present  
David Yurman | New York City, NY

- Responsible for various tasks that assisted the Integrated Marketing Team
- Collaborated with media agencies and vendors to implement media plans, ad creative, campaign tracking through creative performance and optimization
- Supported the coordination of media buying activities including media bookings, invoicing, campaign trafficking, and creating and submitting creative request forms

**Social and Web Manager** 2023 - Present  
Sewing 4 Kids | Naperville IL

- Crafted and seamlessly integrated a distinctive brand identity across social and web
- Implemented analytical tracking methods to evaluate performance
- Increased website traffic by over 50%

## ACADEMIC EXPERIENCE

**Presentation Lead** 2024  
BMW Group X SCADpro | Savannah, GA

- Collaborative design studio where SCAD students partnered with BMW Group to enhance their customer experience
- Orchestrated the creation and coordination of impactful presentations, ensuring effective communication of ideas
- Played a key role in research and concept development, proposing innovative strategies that met the client's objectives

**Concept, Marketing, and Social Strategist** 2023  
David Yurman X SCADpro | Savannah, GA and New York City, NY

- Collaborative design studio where SCAD students partnered with David Yurman to create their 2023 holiday campaign
- Developed campaign and story concepts including the creative direction and look and feel of the campaign
- Analyzed data, formulated, and proposed innovative marketing and social strategies to enhance client outcomes
- Created and presented presentations in front of 20+ stakeholders

## VOLUNTEER EXPERIENCE

**Secretary and PR Manager** 2023 - 2024  
SCAD FASM Community | Savannah, GA

- Responsible for recruiting new members through strategic brand promotion and active participation in various events

**Events Planner and Content Creator** 2023 - 2024  
SCAD Social (SOCL) Club | Savannah, GA

- Involved in planning club meetings, events, and crafting weekly social media posts to enhance community experiences, build brand awareness and foster engagement