

CRISSIE G FULLER

447 Ft Washington Ave #21, New York, NY 10033
fuller.cris@gmail.com, 646/704-2351
@CrissieFuller

Get to know me better! Snap the
code with a QR reader or visit
www.crissiefuller.com



WORK EXPERIENCE

DwellStudio

Marketing and Community Manager, New York City, October 2010 - Present

- Produce all Social Media efforts including Facebook, Twitter, Tumblr and FourSquare
- Maintain editorial content for company blog; work with key team members to produce daily content
- Monitor and report social mentions using Radian6 and other metrics
- Create and maintain Business-to-Business marketing strategy and calendar
- Manage press samples and requests, write and distribute press releases
- Work with Communications director to produce events

Customer Service Manager / Marketing and PR Assistant, New York City, December 2007 - October 2010

- Oversaw order processing and employee communication with customers
- Managed product samples and press requests
- Assisted with development of company Blog and web marketing campaigns
- Developed and wrote monthly Business-to-Business Newsletter
- Answered customer phone calls and e-mails

Receptionist, New York City, August - December 2007

- Answered and directed phone calls
- Managed day-to-day office business, workflow and supply chains
- Scheduled office events/meeting in Microsoft Outlook

Wicker Park Bar and Grill

Bartender / Hiring Manager, New York City, July 2006 - October 2008

- Bartended busy lunch and dinner shifts- mixed drinks and served food at the bar
- Hired and trained new employees
- Designed and distributed marketing materials for bar specials and events

EDUCATION

- Fashion Institute of Technology, State University of New York, May 2011
Associate in Applied Science, Advertising and Marketing Communications
Summa Cum Laude, Phi Theta Kappa
- University of California, Santa Cruz, March 2006, Bachelor of Arts, Performing Arts, Education
Graduated Dean's List, with Honors

BLOGGING EXPERIENCE

- Editor of fashion blog bug&Bear: <http://bugandbearblog.blogspot.com>
- Contributor to design blog Coco+Kelley: <http://cocokelley.blogspot.com>
- Editor of the DwellStudio blog: <http://www.dwellstudio.com/blog>

SKILLS / ACCOMPLISHMENTS

- Proficient in Adobe Photoshop and InDesign and all Microsoft Programs including: Excel, Word, PowerPoint and Outlook/Entourage
- Experience in Blogging and Social Media platforms including: WordPress, Blogger, Tumblr, Twitter, FourSquare and Facebook
- Extensive Knowledge of Radian6 and Google Analytics; basic knowledge of HTML
- Photographer
- Captain of World Champion Odyssey of the Mind Team, 2002