



# CV

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## EDUCATION

### Master of Arts in Communication

University of Texas at Arlington  
Aug 2020 - Aug 2023

### Bachelor of Arts in Communication

University of Texas at Arlington  
Aug 2014 - Dec 2017

## PROFESSIONAL SKILLS

●●●● Content Writing

●●●● Social Media Strategy

●●●● Internal Communication

●●●● Digital Content Analysis

●●●● Graphic Design

●●●● Web Content Management

●●●● Photography

●●●● Content Editing

●●●● Public Speaking

# CHRISTINA ROACH

PUBLIC RELATIONS PROFESSIONAL

## WORK EXPERIENCE

### Senior Social Media PIO

City of Austin | Jun 2023-Present

- Reimagined the social media analytics process by combining quantitative data and qualitative analysis, implementing an engaging visual aesthetic, and producing actionable insights
- Produced and edited engaging video for the City's social accounts garnering over 303,000 views and engagements

University of Texas at Arlington | Aug 2022 - May 2023

- Designed inclusive and accessible classroom presentations and engaging in-class activities to teach students to write social media content, press releases and other PR pieces
- Mentored and advised students on academic and career goals, job search strategies, resume building, and professional networking
- Collaborates with industry professionals to provide students with real-life PR industry insight and experiential learning opportunities to ensure student success

### Associate Editor, Knowledge Production & Design

Coinbase, Inc. | Jul 2021 - June 2022

- Spearheaded internal change management communications for the global Customer Experience (CX) org and developed strategies to increase engagement amongst more than 12,000 FTEs and CX agents
- Re-designed business process workflows and technical documentation for all operations pillars in the CX org to increase efficiency in case-handling for agents
- Managed localization efforts for change management newsletters, predefined-communications and knowledge articles for Japanese and German markets

### Digital Content Officer

City of Dallas | July 2019-July 2021

- Produced the internal newsletter, DBRIEF, by conducting interviews with story subjects, writing articles, designing the publication, and implementing marketing strategies to reach the City's more than 13,000 employees
- Crafted visually appealing and culturally inclusive social media graphics and billboards to enhance crisis communication effectiveness during crises such as COVID-19 response, storm recovery, etc.
- Led digital content strategy for large initiatives such as Dirk Nowitzki Street Naming Ceremony including video and social posts which yielded over 500K impressions and 25K engagements

# CHRISTINA ROACH

PUBLIC RELATIONS PROFESSIONAL

## TOOLS SKILL

●●●● InDesign

●●●● Illustrator

●●●● PremierePro

●●●● Lightroom

●●●● Canva

●●●● WordPress

●●●● Photoshop

## AWARDS RECEIVED



Award of Achievement, Public Relations Society of America (2017)



The Honor Society of Phi Kappa Phi Induction (2022)

## WORK EXPERIENCE - CONTINUED

### Communication Specialist

Fort Worth Housing Solutions | May 2018 - Jul 2019

- Served as Managing Editor for our internal and external newsletters featuring client success stories and organizational accomplishments
- Directed social content strategy and planning which yielded a 60 percent increase in monthly reach, 174 percent increase in likes and 680 percent increase in followers
- Designed internal and external communication pieces for event promotion and organizational messaging
- Collaborated with departments to develop social content, advise on outreach initiatives and provide multimedia needs for events

### Social Media Coordinator, Transportation

North Central Texas Council of Governments | May 2016 - Mar 2018

- Created social media strategy and design guide for department, resulting in 15% follower growth and 30% increase in reach within 6 months
- Improved analytics process with qualitative data analysis, leading to over 100% increase in engagement rate within 30 days
- Developed social media graphics, messages and educational decks for TEXpress Lanes Education Campaign
- Conducted social media best practices training for 9-1-1 Public Educators of Texas group

### Social Media Manager, UTA Libraries

University of Texas at Arlington | Oct 2015 - Dec 2017

- Devised and executed a comprehensive social media strategy for UTA Libraries, driving a 48% increase in overall followers and a 63% increase in organic reach on Facebook and Twitter.
- Crafted compelling stories on outstanding students, conducting interviews and writing bi-weekly articles for an external publication that consistently received positive feedback.
- Conceptualized and led various student engagement activities that effectively fostered relationships and expanded the social audience, resulting in increased foot traffic to the library
- Successfully re-launched the Instagram account with innovative and original content, generating a 400% increase in followers and a 130% increase in engagement

### Communication & Social Media Coordinator, 9-1-1 Communications

North Central Texas Council of Governments | Jan 2014 - Aug 2015

- Conceptualized and wrote scripts for engaging PSA videos promoting 9-1-1 public education messages, garnering over 20,000 views on Facebook.
- Designed eye-catching social media graphics for holidays and special 9-1-1 recognition days, effectively reaching over 200,000 people on social media.
- Developed promotional materials for text-to-9-1-1 campaign and pocket dialing prevention, efficiently raising public awareness and promoting safety measures.
- Conducted training sessions on social media best practices and online tools useful for region-wide 9-1-1 public education professional groups and outreach events.