

# 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.