

# Kristen Hayman

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## Marketing Skills

**Research & Digital:** SPSS, Google Analytics & Adwords, Perceptual Mapping, Conjoint Analysis, Strategy, SEO, HTML

**Creative:** Constant Contact, Canva, Brightcove, TweetDeck, WordPress, Boxxspring, Adobe Creative Suite, Microsoft Office

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## Professional Experience

**Big Ten Network, Chicago, IL**

Aug 2011 - Present

### Web Video Producer

- Deliver engaging college sports video content across BTN websites, the BTN2Go app, social media, VOD, MVPD and affiliates for direct marketing campaigns using Adobe Premiere and multiple content management systems.
- Assist business development manager in negotiating strategic partnerships in live video distribution and new technologies.
- Increased the overall watch time by 25% in a month for Big Ten Network's Youtube channel.
- Cut and deliver over 100 video assets a month as the main point of contact for video on demand deliveries through Vubiquity.
- Responsively managing multiple live video streams to help increase revenue by providing technical and creative support through CMS and email for the 14 Big Ten schools.
- Customize plans to increase exposure by developing original digital content including “Court Convo with Taylor Rooks”, profiling star women’s basketball players from around the Big Ten conference.
- Selected by peers and upper management to participate in the 2016 BTN High Potential Program.
- Broke record real-time views for YouTube after cutting and posting the “Michigan State Wins on Mishandled Michigan Punt” video with 1.6 million views within the first week from the Michigan vs. Michigan State game that aired on October 17, 2015.

**Jane Thang Productions, USA**

Feb 2009 - Present

### Digital Media Producer and Public Speaker

- Creator, writer and reporter for “The Strong, Empowered, & Classy Project” column and video series that highlighted people with powerful stories of surpassing boundaries and living happily despite personal challenges.
  - The blog version of “The Strong, Empowered, & Class Project” has been referenced in Ebony.com and Cosmopolitan.com.
  - Executed event marketing strategy for numerous presentations including, “Follow Your Passion and The Rest Will Follow”, a 45-minute speech geared toward high school students and a panel discussion event series called “How Young, Ambitious, & Beautiful Women Maintain Their Strength Empowerment, & Class” for over 150 women in Chicago, Illinois and Detroit, Michigan.
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## Education

**DePaul University, Kellstadt Graduate School of Business, Chicago, IL**

June 2018

### Master of Science in Marketing

- Activities and Societies: Vice President of Marketing for DePaul MBA Association’s Executive Board for 2017-2018 Term (Designed and executed marketing campaigns that increased DePaul MBA Association’s pizza and networking event ticket sales by 160%), eGenius: Effective Communication Skills Coach for 6-10 grad & undergrad students (2018), Study Abroad: Hidden Champions of Manufacturing, Innovation & Start-up Services in Japan (March/2018)

**Michigan State University, College of Communication Arts & Sciences, East Lansing, MI**

May 2011

### Bachelor of Arts in Media Arts & Technology

- Concentrations in TV, Cinema and Radio & Cognate in Social Science
- Activities and Societies: Producer for Spartan Vision (2007-2009), E-Net Course: The Entrepreneurial Network of MSU (2010), Planning Board Member for Innovation Club of Entrepreneurs (2010)