



# KRISTEN HAYMAN

DIGITAL CONTENT  
MANAGER & MARKETING  
STRATEGIST

## CONTACT

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## SOCIAL MEDIA

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## PROFILE

I am an experienced Digital Content Manager with a demonstrated history of working in the marketing and social media industry. I am a detail-oriented leader with a strong business acumen, and a solid track record of leading content strategy across social and digital platforms, improving efficiency in workflow, creating revenue-producing content and hitting metrics goals.

## EXPERIENCE

### MANAGER, DIGITAL CONTENT DISTRIBUTION FOX ENTERTAINMENT | JUN 2019 - PRESENT

- Lead development and execution of 360-degree content marketing campaigns for FOX's primetime comedy, drama, reality and animation shows across FOX owned YouTube channels, FOXNOW app, FOX.com, HULU and social platforms.
- Work with SEO vendors to boost show rankings on Google and all social platforms as well as gain access to and manage Google Knowledge Panels for posting marketing materials and brand awareness.

### WEB VIDEO PRODUCER

BIG TEN NETWORK | AUG 2011 - JUN 2019

- Generated millions of weekly views and engagement across BTN social media platforms through editing and delivering engaging college sports video content across BTN websites, the BTN2Go app, social, VOD, MVPD and affiliates.

### DIGITAL MEDIA STORYTELLER & PUBLIC SPEAKER JANE THANG PRODUCTIONS | FEB 2009 - JAN 2019

- Spearheaded the Strong, Empowered & Classy Project campaign that has been referenced in Ebony.com and Cosmopolitan.com
- Executed event marketing strategies and spoke in 45 minute speeches for high school students and empowerment panel discussion events for over 250 women across cities in the mid-west.

## EDUCATION

### MASTER OF SCIENCE, MARKETING

DEPAUL UNIVERSITY | 2016 - 2011

### BACHELOR OF ARTS, MEDIA ARTS & TECHNOLOGY

MICHIGAN STATE UNIVERSITY | 2016 - 2018

## SKILLS

- SEO and Google Analytics
- Social Media Strategy
- Digital Marketing/Influencer
- Web Content Development
- Editorial Content
- Video/Audio Production
- Project Management
- Metadata Optimization
- Adobe Creative Suite
- Email Marketing

## AWARDS

- 2016 Big Ten Network High Potential Program
- 2019 SVG College Sports Media Award Nomination for Outstanding Promotional Videos with the Big Ten Network's The Journey: Spoken Word | Cinematography