CHRISTINA ROACH

CONTACT ME

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SKILLS SUMMARY

- Content Writing
- Social Media Strategy
- Internal Communication
- Digital Content Analysis
- Graphic Design
- Web Content Management
- Digital Photography

AWARDS RECEIVED

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

EDUCATIONAL HISTORY

University of Texas at Arlington

MA in Communication | 2020 - 2023

- GPA: 4.0

University of Texas at Arlington

BA in Organizational Communication | 2014 - 2017

- GPA: 3.71

WORK EXPERIENCE

Social Media Public Information Officer

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 strategic insights
- Produced and edited engaging video for the City's social accounts garnering over 204,000 views and engagements

Lecturer, Department of Communication

University of Texas at Arlington | Aug 2022 - Jun 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

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

- 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
- Crafted visually appealing and culturally inclusive social media graphics, video, and billboards to enhance crisis communication effectiveness during crises such as COVID-19 response, storm recovery, etc.
- 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

Communication Specialist

Fort Worth Housing Solutions | May 2018 - Jul 2019

- 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
- Led editorial and design efforts for both internal and external publications, creating engaging client success stories and showcasing organizational achievements, reaching an audience of more than 6,000 clients.
- Collaborated with internal teams 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

- Revamped analytics processes by integrating qualitative data analysis and a yearly content audit and leveraged insights to shape strategy yielding a 60% surge in engagement
- Provided internal teams with comprehensive training on social media best practices, ensuring the creation of consistent and high-quality social content and creative
- Created an impactful social media strategy, style, and design guide for the department, driving a 25% increase in followers and a 30% boost in reach within 6 months