

Kristopher Kohler

MARKETING & COMMUNICATIONS SPECIALIST

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Profile

Enthusiastic Marketing & Communications professional with a Bachelor's degree in Public Relations and over five years of experience. Proficient in Adobe Creative Suite, Microsoft Office Suite, WordPress CMS and email marketing. Committed to creating engaging content and managing effective communications strategies on several different platforms.

Experience

K&K Digital LLC | Owner/Web Designer/Content Creator **2020 - Present**

- Oversee all business aspects, including web design, project management, and client relations.
- Developed multiple unique websites using WordPress CMS.
- Manage email marketing campaigns, forms, flyers, etc.
- Create and manage social media content for clients, improving their online presence and audience engagement.
- Implement lead-generating pop-ups on websites and create valuable PDFs to grow email lists.

Eclipse Communications – Field Technician / MKT June 2021 - Present

- Write, edit, and manage content for the company's website.
- Created over 20 different pieces of content for sales and customer onboarding.
- Develop and maintain the current company's website.
- Create and manage social media content, improving online presence and audience engagement.

Crystal Mountain – PR & Marketing Coordinator

Dec 2017 – June 2021

- Coordinated with news teams to promote events.
- Identified and prepared the best spokesperson for each story.
- Assisted in the implementation of COVID-19 protocols throughout the resort's campus, ensuring compliance and safety.
- Managed content for Crystal Mountain's website.
- Photos taken were implemented on billboards and featured on the cover of Traverse Tourism Magazine.

Education

Central Michigan University, Bachelor of Applied Arts

2013 - 2017

Major: Public Relations | Minor: Leadership

Part 107 Licensed Drone Pilot

2019 – Present

Completed SEO Course with Reputable WordPress Experts

2023

Divi Life SEO Pro Course

Business Made Simple University Courses

2020 - Present

Teaching effective marketing and communications strategies.

Skills & Ability

- Excellent written and verbal communication skills.
- Proficiency in desktop publishing and Microsoft Office.
- Experience with WordPress CMS and social media platforms.
- Experience with Adobe Creative Cloud and Videography.
- Works well with internal and external groups to accomplish goals.