



# Kristen Cummings

Hello, I'm Kristen! A highly creative and passionate individual towards digital communication. From creating compelling content, to constructing a competitive strategy that will please all stakeholders, I am eager to contribute to a driven communications team and expand my knowledge as a professional.



## Education...

### **Birmingham City University 2021-2024**

- First Class Bachelor of Arts  
Media and Communications

### **Codsall Sixth Form 2019-2021**

- A-Level Business- Grade A  
- A-Level Chemistry- Grade C  
- A-Level Maths- Grade D

### **Codsall Community High School 2016-2019**

- 9 GCSE's- Grade 9-6



## Experience...

### **Tom Brennan Racing- Communications Manager (2019-present)**

Responsibilities:

- develop and implement comprehensive comms strategy
- craft and distribute internal and external comms in a unique and creative way
- manage, monitor and analyse media relations to inform strategy
- create, maintain and uphold a brand identity for all digital platforms
- create compelling content for various channels
- coordinate and manage corporate events
- oversee crisis comms and develop strategies for managing and mitigating reputational risks
- develop relationships with key stakeholders including press, commercial partners etc
- conduct research and market analysis to identify comms opportunities and target audiences
- monitor and manage online reputation, responding to fan engagement

### **KC Social- Freelance Digital Media (2018-present)**

Responsibilities:

- create and design compelling graphic visuals including social content, logos
- conduct and carry out interviews with World Championship winning Sportsmen
- create and design functioning bi-lingual web and ecommerce sites



## Motorcycle News, Bauer Media- Work Experience (02.07/18-06.07/18)

### Responsibilities:

- write and construct story articles, published on Motorcycle News official website
- research key upcoming motorcycle events to be published in newspaper
- conduct interview with professional Sportsman
- shadow photographer

## Content Creation Skills...



## Communication Skills...



## Transferable Skills...



## Contact...

Kristen Cummings

[www.kristencummingsmedia.com](http://www.kristencummingsmedia.com)

[kristencummingsmedia@gmail.com](mailto:kristencummingsmedia@gmail.com)