

km

KARISSA MACLEOD

PROFILE

I am a university graduate with experience in sales and marketing, project management, and donor relations. I am seeking a full-time position in the field of marketing or project management where I can apply my knowledge and skills along the intersection of technology and communications.

CONTACT



650.224.6724



karissa.macleod@gmail.com



karissamacleod.com



www.linkedin.com/in/kmacleod



EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA 2020
Bachelor of Arts in Communication Honors, GPA 3.85
Minor in Professional Multimedia Writing

UNIVERSIDAD CARLOS 3 DE MADRID 2019
UC Education Abroad Program focused on spanish language acquisition, intercultural communication, and digital media.



EXPERIENCE

LEAD PROJECT AND CONTENT MANAGER

UCSB-Office of Development for Engineering | Sept. 2020-Present

- Promoted within 5-month timeframe to leadership role managing team of 4 student assistants
- Provide writing, editing, and management of 300+ stewardship letters and reports annually to donors
- Focus on renewing giving from individuals, foundations, and corporations to support the 30+ Departments within Engineering and the Sciences at UC Santa Barbara

RESEARCH ASSISTANT

UCSB- Department of Communication | Sept. 2020-Present

- Research Assistant for Dr. Norah Dunbar (Professor and Chair), studying synchrony, power, dominance, and deception detection in interpersonal interaction

INSIDE SALES COORDINATOR

MiraDry | June 2019-Sept. 2019

- Processed high volume sales leads, managed salesforce database, and communicated with global sales teams
- Coordinated new hire training operations and logistics for groups of 20+ employees and management

CENTRAL ADMINISTRATIVE OFFICE ASSISTANT

UCSB- Electrical and Computer Engineering | Aug. 2017 - June 2018

- Processed entertainment, business, and travel reimbursement for department professors and officers
- Facilitated communication between departments, professors, and graduate students



SKILLS

- SEO and Google Analytics
- Digital Marketing
- Salesforce
- Spanish Language
- Project Management
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign