

# Kristina Biundo

**PORTFOLIO:** [linkedin.com/in/kristina-biundo](https://www.linkedin.com/in/kristina-biundo)  
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## EXPERIENCE

### **School District #427 & #428, DeKalb, IL — Certified Substitute Teacher**

Dec 2025 - PRESENT

- Supervising students from grades pre school through high school
- Managing students and keeping them safe while in school
- Administrating lessons with the goal of staying on schedule

### **Monitor Technologies LLC, Elburn, IL — Marketing Coordinator**

June 2023 - Sept 2024

- Spearheaded content creation and web development for social media campaigns increasing engagement by 75%
- Developed graphics and videos using Adobe Creative Suites while managing social media schedules and operation manuals
- Leveraged Google and Facebook Ads to enhance digital advertising strategies
- Assisted in trade show presentation and branding booth at GEAPS Exchange in Kansas City, MO

### **Bedford Paper Inc, De Pere, WI — Social Media/Marketing Intern**

Aug 2022 - May 2023

- Boosted niche B2B channel's social media engagement by 20% through innovative content strategy, that included UI/UX design enhancements and targeted industry posts
- Created a professional backdrop for International Sanitary Supply Association tradeshow booth
- Developed internal communication materials, including weekly presentations and monthly newsletters, to improve team alignment
- Facilitated marketing efforts with production floor processes by acquiring machine operation knowledge

### **WBA (NBC26/WACY), Green Bay, WI — Photographer/Production Assistant**

Sept 2021 - Jan 2023

- Operated game and end zone cameras for live sports broadcasts, that included high school football and the Wisconsin Herd
- Supported production equipment setup and teardown, enhancing live broadcast direction and crew communication
- Functioned as Auto Technician (Boom Operator) for Annual Green Bay Holiday Parade

### **St. Norbert College's Men's and Women's Swim and Dive Team, De Pere, WI — Co-Manager of Social Media**

Nov 2020 - Aug 2021

- Increased engagement by 40% through strategic design and content scheduling across 4+ social media platforms
- Employed creative tools like Canva and Adobe Photoshop for graphic design tasks
- Managed live-stream production at NCAA Division III Swim Meets, directing camera operations
- Collaborated in managing teams' social media accounts throughout in-season and off-season periods

## SKILLS

Advanced understanding of Adobe Creative Suites and how they fit into many different parts of a business beyond marketing and brand management.

Advanced skills in teamwork, public speaking, customer service, and fast-paced environments.

Large understanding of Cross-Cultural Communication.

## EDUCATION

### **The American University of Florence, Florence, Italy — Master of Arts**

Oct 2024 - May 2025

My degree earned abroad, named Visual Media, focused on International Marketing and Design.

Thesis project: *How Advertising Can Affect Consumer Behavior: The Usage of Reverse Psychology in Advertisements*

### **St. Norbert College, De Pere, WI — Bachelor of Arts**

Aug 2019 - May 2023

Major: Communication and Media Studies

### **Florence University of the Arts, Florence, Italy — Study Abroad**

Jan 2022 - May 2022

Study abroad semester that focused on international marketing and advertising.

## CERTIFICATIONS

CRM Basics

Artificial Intelligence and Business Strategy

Social Media Marketing: Strategy and Optimization

**Sycamore Park District, Sycamore, IL — Assistant Manager**

Jun 2017 - Jun 2021

- Carefully enforced swimming facility policies and guidelines to ensure water safety for all patrons and staff
- Utilized Red Cross certified procedures such as first-aid and CPR in response to life threatening situations
- Trained 15 new lifeguards and enforced 2 live water rescues

**LEADERSHIP**

**The American University of Florence, Florence, Italy — Student Editor & Designer**

Oct 2024 - May 2025

**The American University of Florence, Florence, Italy — Student Office Assistant**

Feb 2025 - May 2025

**St. Norbert College, De Pere, WI — Communication and Media Studies Tutor**

Mar 2023 - May 2023

**SAI Programs, REMOTE — SAI Ambassadorship/Social Media Team**

Jul 2022 - May 2023

**Florence University of the Arts, Florence, Italy — Student Social Media Content Creator**

Feb 2022 - May 2022

**St. Norbert College Social Group BUD, De Pere, WI — Fundraiser Chair**

Mar 2021 - Dec 2021