

CHRISTINE SCALORA

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Storyteller. Strategist.

ACADEMICS

M.A., University of North Carolina at Chapel Hill, strategic communication, May 2018

B.J., University of Nebraska-Lincoln, journalism, December 2013

GPA: 3.9 Graduated with High Distinction Honors Program member

RELEVANT EXPERIENCE

Oxford University Press

Assistant Marketing Manager

April 2021-Present

Marketing Coordinator

Sep. 2018-March 2021

- Develop and deploy strategic marketing activities for a portfolio of medical journals. Assess results of marketing activities through various platforms, such as Google Analytics. Succinctly present findings to editorial and society partners through written reports and verbal presentations. Manage marketing spend while adhering to journal budgets.
- Create digital content, social media posts, pay-per-click advertising, and print materials to achieve marketing goals.
 - Implemented a campaign that drove a 187% increase in usage globally, and a 131% increase in usage among journal's key audience of Canadian readers.
 - Created a Twitter ad with a 21% click-through-rate, nearly double our internal benchmark.
- Create and share copywriting and editing resources with team. Co-led 90-minute meeting on copywriting for 60 people in the division.
- Established and led monthly meetings to foster learning and connectivity among colleagues in the same role.
- Hired and co-managed 2019 summer intern.
- Periodically produce and host The Oxford Comment podcast.

The Graduate School at UNC-Chapel Hill - *Graduate Assistant*

Aug. 2016 - July 2018

- Showcased the Graduate School's programs and students by writing and editing content for digital newsletters and print magazine. Digital newsletters were distributed to 35,000 people. Created an internal style guide to ensure consistency among publications.

North Carolina Community Foundation - *Communications and Marketing Intern*

Summer 2017

- Created the organization's first social media and website analytics measurement tool and monthly report template for communications team; presented findings to leadership and staff.

Community Health Endowment of Lincoln - *Communications Associate*

March 2016 - July 2016

- Highlighted endowment-supported community programs by writing and editing scripts for six speakers to present at endowment's annual meeting, which was attended by 300 people.

KEY SKILLS

Adestra; Adobe Illustrator and InDesign; AP Style; Canva; CloudCMS; Facebook, LinkedIn, and Twitter; Google Ads, Ad Manager, and Analytics; and WordPress

Research methods: customer journey mapping, focus group moderation, interviewing, persona development, and survey creation

References available upon request.