

CHRISTINE BENWAY

SOCIAL MEDIA, MARKETING, AND EVENTS

PROFESSIONAL EXPERIENCE

FULLSCREEN INC.

Sr. Account Manager - Entertainment

January 2019 - Present | Los Angeles, CA
Currently lead a team to execute social media campaigns for major film studios and brands. Work includes managing the responsibilities listed below while also facilitating SOWs and driving business development opportunities.

Account Manager - Entertainment

March 2017 - January 2019 | Los Angeles, CA
Managed a team to execute social media campaigns for major film studios. Work includes executing creative concepts, reporting and analytics, community management and facilitating business opportunities while being the main point of contact to clients.

Account Coordinator - Entertainment

August 2015 - March 2017 | Los Angeles, CA
Supported my team to execute social media campaigns for major film studios often taking a lead role. Work included research, content creation, organizing content calendars and publishing content across channels while cultivating a relationship with clients.

POP2LIFE

Event Marketing Intern

August 2013 - December 2013 | Los Angeles, CA
Assisted in planning, coordinating, and executing national promotional events for brands such as HGTV and The History Channel.

TRAMPOLINE DESIGN

Digital and Event Marketing Intern

May 2013 - August 2013 | Glens Falls, NY
Responsible for event management and social media for the city of Glens Falls and its summer series food tasting event. Coordinated with local vendors and worked on the ground each week.

EDUCATION

ITHACA COLLEGE

Bachelor of Arts | 3.8 GPA


Graduated May 2015
Studied Integrated Marketing Communications with a minor in Legal Studies while leading the Varsity Track and Field team as captain, serving as a peer mentor to incoming freshman, and participating in the Ithaca chapter of the American Advertising Federation.

HONORS

- OMMA Award - Entertainment: Movies
Universal's 'The Secret Life of Pets' Social Campaign
- Webby Award - Honorable Mention
Pantelion's 'How To Be A Latin Lover' Social Campaign
- Presidential Scholarship
- Endowed Emerson Scholarship
- Lambda Pi Eta Tau Theta Chapter Honor Society
- Phi Kappa Phi Honor Society (Top 10% of Class)
- Athletics Leadership Academy
- All-Academic Women's Track and Field Team
Above 3.5 GPA while ranking top 20 in the Nation

SKILLS

- Social Media Marketing
- Event Marketing and Management
- Team Leadership
- Social Community Management
- Social Media Reporting
- (Facebook, Twitter, Instagram Analytics, ListenFirst, Canva)
- Presentation Skills
- Microsoft Office
- Keynote
- Talent Interaction
- Adobe Photoshop

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 LOS ANGELES, CA

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