

Cori Sainte Marie

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EDUCATION:

University of California, Santa Barbara

Bachelor of Arts: Communication Studies

SKILLS:

Technical Skills: Microsoft Office Suite, G-Suite, Adobe Photoshop, iMovie, Canva, Instagram, Twitter, Facebook, Snapchat, LinkedIn, Keynote, Sprinklr, HailTo

Personal Skills: Interpersonal Communication, Collaboration, Scheduling, Coordinating, Producing, Copy Writing, Copy Editing, Talent Relations, Flexibility, Time-management, Event Coverage, Relationship Building, Public Speaking, Leadership, Creative thinking

WORK EXPERIENCE:

CBS Corporation-*Social Media Coordinator*

June 2018 – Present

- Manages the day-to-day operations of 14 different social media show accounts including well known shows such as Criminal Minds, Big Brother, and Hawaii Five-0
- Develops launch campaigns for new and returning shows as well as season and series finales
- Works in real time to capture and post social media content at various events including GRAMMYS, press junkets, Daytime Emmys, and TCA
- Distributes weekly social media content to talent and works closely with them to deliver content for their brands
- Produces custom talent social media videos
- Cognizant of the current social media landscape and trends to ensure accounts are staying relevant
- Collaborates closely with marketing, photo, publicity, and other departments to ensure quality content

The Walt Disney Company-*Social Media & Communications Intern*
2018

June 2017 – June

- Creates original content for various social media accounts supporting recruitment at The Walt Disney Company
- Utilizes Sprinklr to schedule monthly editorial calendars
- Schedules posts for a Facebook audience of 630k+, Twitter audience of 164k+, and LinkedIn audience of 1M+
- Develops articles for the Disney Programs Blog
- Executes Instagram stories for an audience of 51K
- Coordinates photoshoots and video shoots

UC Santa Barbara Office of Admissions-*Social Media Chair*

September 2016 – June 2017

- Implemented long-term promotional strategies representing UCSB as a strong academic institution
- Produced content for the official UC Santa Barbara
- Increased the number of followers by about 37% (to about 28K)
- Chaired the creation of the campus Snapchat account and created a team to develop weekly content
- Trained other students on how to create quality content for social media platforms

Youth Interactive-*Social Media Intern*

February 2016 – June 2016

- Organized and executed daily content on Facebook and Instagram
- Developed weekly articles for the company blog
- Successfully showcased the company events, students and business
- Tracked account metrics to help build a social strategy

LEADERSHIP/VOLUNTEER EXPERIENCE:

- **The Walt Disney Company**
 - Intern Representative
- **Gauche Tour Association**
 - Executive Board Member: Social Media Chair
- **Transfer Student Alliance**
 - President

AWARDS:

Chancellor's University Service Award | Student Leadership Award