

Kristin Acheson

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EDUCATION

Seton Hall University, Stillman School of Business

Expected Graduation May 2024

Bachelor of Science concentrations in Information Technology Management and Marketing

Dean's List (4 semesters)

Skills: Proficient in Python, Proficient in SQL, Data Analytics, Qualitative and Quantitative Market Research, PromoSuite

Seton Hall University, Stillman School of Business

Expected Graduation May 2025

Master of Business Administration concentration in Marketing

WORK EXPERIENCE

Atlantic Records, *Emerging Talent Associate in Promotions (Pop/Rock)*

September 2023 – Present

- Report Adds for Pop, rock, Rhythmic and Hot AC for regional markets nationally
- Create rotation and streaming reports in Excel based on metrics in Mediabase, Luminate, and Chartmetric
- Pack and send promotional items to radio stations to increase song visibility

Eventage, Intern

June 2023 – Present

- Utilized programs such as Canva, Slack, and Excel to organize and communicate my work
- Develop activation spaces for sponsors at Closer To Free Bike Ride and Velocity Bike Ride

WSOU 89.5 FM, *Promotions Director*

May 2022 – May 2023

- Correspond with 30 venue promoters across the tri-state area
- Write proposals for on-air ticket giveaways (between \$190-\$5000 marketing value)
- Fulfill merchandise orders and design new merchandise
- Proficient in PromoSuite and scheduling giveaways

Awards: Nominated for Best Promotions Director 2023 at the Intercollegiate Broadcasting System Conference

WSOU 89.5 FM, *DJ Host & Programmer*

October 2020 - Present

- Hosted, programmed, and produced an indie and alternative music specialty show
- Produced in depth research to conduct knowledgeable interviews of bands such as Dayglow, Annie DiRusso, and Kiwi Jr.

Awards: Winner of the College Station Of The Year at the 2023 National Association of Broadcasters Marconi Radio Awards

Societies: Zeta Tau Alpha Fraternity Lambda Xi, Director of Activities 2021-2022, Judicial Committee Member 2022-2023; SHU Women In Business, Vice President of Membership 2023-2024