

KIRA MOERKESETH

CONTACT

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EDUCATION

GRAND CANYON UNIVERSITY
Bachelor of Art in Social Media -
Minor in Marketing
2021-2025

SKILLS

- ➔ Sports Business
- ➔ Adobe Creative Suite
- ➔ CapCut
- ➔ Social Media Content Strategy
- ➔ Communication
- ➔ Customer Service
- ➔ Website Design
- ➔ Content Development

CERTIFICATION

CONTENT MARKETING
2023-2025
HubSpot Credential ID:
a887cf8448484164a352c996
cfd5d746

SOCIAL MEDIA MARKETING
2022-2024
HubSpot Credential ID:
f875d3e35c4641a8b4f869ab
55671610

ABOUT ME

I am a Social Media major with a minor in Marketing at Grand Canyon University. I am currently working at Perfect Game running the Arizona regions social media and directing tournaments. I love the field of social media as it is every evolving and there is always more to learn. I am really interested in the sports industry. When I'm not in classes or working I enjoy spending my free time traveling or reading. I am a very hard worker and give my full effort into every task I am handed.

WORK EXPERIENCE

ASSISTANT EVENT MANAGER

Perfect Game (April 2024 - Present)

- Create content to post on all social media accounts
- Help run merchandise booth at tournaments
- Create contact sheets to coordinate with new and old teams
- Template emails and informational flyers

SOCIAL MEDIA MARKETING INTERN

Goodyear Ballpark (November 2023 - March 2024)

- Ideate, plan, and create content for Instagram and Facebook.
- Organize giveaway opportunities for social media.
- Run sound board during games.
- Take photos for social media content during games.
- Operate video board during games.
- Coordinate National Anthem singers during pregame.
- Help with during game promotions like t-shirt toss and other giveaways.
- Use Meta Business Suite to track data and analytics.

SOCIAL MEDIA INTERN

Mobile Baykeeper (May 2023-July 2023)

- Create social content from company magazine
- Create Instagram posts and stories
- Create Pinterest content

SOCIAL MEDIA INTERN

Mission ONE (January 2023-April 2023)

- Create content
- Track analytics
- Started company TikTok
- Worked open house event
- Made updates to company website