

Kristen Prusak

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PROFILE

MBA Graduate.
Marketing and Corporate Communications professional.
Uses time effectively and efficiently.
Dedicated to meeting and exceeding expectations both internally and externally.
Able to prioritize tasks and remain focused on the essence of an issue.
A quick and versatile **learner**.

EDUCATION

M.B.A., Master of Business Administration and Marketing
University of Texas at Dallas, Richardson, TX 75080
Graduated 2012
Bachelor of Business Administration
University of Texas at Dallas, Richardson, TX 75080
Graduated 2007

SKILLS

Communications **Social Media Monitoring** **Problem Solving**
Advertising Research **Data Analysis and Reporting** **Marketing Strategy**

EXPERIENCE

Senior Marketing Communications Specialist at Beal Bank

January 2013 - Present
•**Advertising and Marketing:** Design, implement and proof advertisements and other communications pieces (including flyers, posters and brochures for various departments); serve as backup for advertising vendors. Assist with announcements, events, and presentations •Experience with **CMS** and **CRM** platforms. •**Social Media:** Create, review and maintain online presence in news and social media outlets such as LinkedIn, Facebook, Twitter, etc. •**Websites and Online:** Edit, test and maintain website content. •**Technical Writing:** Assist with file management by supporting content repositories; edit and proof graphics and content files. •**Analysis:** Tracking, monitoring and analyzing the outcomes of various marketing programs. •**Marketing strategy and reporting.** •Aggressively manage individual projects as assigned from inception through completion; prioritize periodic urgent projects.

Lending Analyst at Loan Acceptance Corp., a Division of Beal Bank

January 2008 - January 2013
•**Market and promote** company's lending program to realtors around the country. Also performed the processing of mortgage loan files requiring the verification of loan documents including income, assets, credit and title insurance. •**Gathered credit** and other documents from the customer and third parties in support of the loan approval decision. •Additionally provided **strong communication** and support to underwriting, attorneys and/or title companies, realtors and customers to clear stipulations needed for mortgage loan approval and closing. •Performed various analyses and provided reporting metrics.