

Kristen Jeffers

Baltimore, Maryland
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KEY SKILLS

Creativity
Strategic Thinking
Information Synthesis
Servant Leadership
Visionary Thinking
Cultural Analysis
Entrepreneurial

TECHNICAL SKILLS

CMS, EMAIL MARKETING AND SOCIAL MEDIA SITE MANAGEMENT

Eloqua, InfusionSoft, Hootsuite, TweetDeck, WordPress, Joomla, Drupal, Movable Type, iContact, AWeber, Google Ads OpenAtrium, MailChimp, NetCommunity, Github, Trello. Canva, Sketch, Procreate

SOCIAL MEDIA FRONT-END SITES

Facebook, Twitter, Pinterest, Google+, LinkedIn, Meetup, Flickr, Foursquare, Tumblr, Pinterest, Snapchat, Tiktok, Threads

RESEARCH/DATABASE/ANALYTICS SOFTWARE

SPSS, Survey Monkey, Cision Media Source, Google Analytics, Facebook Insights, Twitter Counter, ACGI, BurrellsLuce, The Raisers Edge, Salesforce, OpenGIS, R, ArcGIS

BLOGGER/WRITER

Discussing current issues online and delivering media campaigns and marketing communications to support organizational goals; Tracking and analyzing Google Analytics and making content decisions based on results.

OFFICE SOFTWARE:

Microsoft Office, Adobe Creative Suite, Apple iWork

PROFESSIONAL EXPERIENCE

Casual Sales Ambassador

Lush Fresh Handmade Cosmetics North America
Tysons Corner, Virginia, United States
Nov 2025 - Present

Consistently deliver a world-class customer experience to every customer who walks through our doors by identifying their needs through listening attentively and asking open-ended questions and showing off our amazing products, demonstrating and describing their unique benefits and features.

Additionally, I seek opportunities to make customers' day and leave the world Lusher than I found it and educate customers on our brand values, including our stance on Fighting Animal Testing, Freshest Cosmetics, Ethical Buying, 100% Vegetarian, Handmade, and Naked Packaging.

Finally, I expertly articulate these values in the shop and through community engagement by being part of hosting our store parties and other initiatives that help bring in more traffic. Specifically, I've participated in the planning and execution of our Black History Month and Trans Day of Visibility programs, and helped guide customers to tables that are in our store that highlight important social causes.

I spread the word about what makes Lush unique, own almost a small boutique of our products that I use daily, and inspire others to join us in making a positive impact on the world!

Plus, I was part of my store breaking its Boxing Day sales record in 2025.

Founder and Director

Kristen Jeffers Media

Baltimore, Maryland and on-location throughout the US and Canada

2010-Present

- Created and manage websites, email newsletters and social media pages that service those interested and working in urban planning, good governance, and the environment.
- Written and syndicated feature articles and op-eds in a number of state, local, and national trade publications and appeared as a subject matter expert on local and national TV and radio news programs.
- Developed branding and imaging for podcast, website, and print materials.
- Increase page views and open rates for websites and email newsletters.
- Facilitated community stakeholder engagement meetings and groups for community real estate projects in Chattanooga, TN and Birmingham, AL.
- Created content guide and presented live workshop for social media for community designers.
- Expanded existing graphic design motif and built 2019 and 2023 WalkUP Wake-Up Call and Foot Traffic Ahead report documents for George Washington University's Center for Real Estate and