

KRYSTAL HALL

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PROFESSIONAL EXPERIENCE

PORTLAND THORNS

Portland, OR

Social Media Coordinator

2025

- Assist the Social Media Manager in covering the Thorns on social media for home and away matches during the regular season, and training.
- Captured content with phone and camera, edit content on Adobe Creative Cloud/other platforms, create content for TikTok, Instagram Reels, and more.

FRANZ FAMILY BAKERY

Portland, OR

Marketing Coordinator

2023-2024

- Increased follower counts across four accounts by an average of 15.4%
- Developed and managed community relations through outreach, content curation, and ongoing communication.
- Communicated campaign objectives and timelines to cross functional partners.
- Managed social and digital communication for Franz brands across multiple channels, in collaboration with marketing and sales teams.
- Directed community relations and digital media to increase brand recognition, philanthropic exposure, and sales consistency.
- Created, coordinated, and executed content schedules pertaining to product launches, packaging refreshes, giveaways, and community initiatives.
- Planned, supported and implemented quarterly community giving events with Divisions.
- Created and edited copy for various Franz Bakery items.

GRAND CANYON EDUCATION

Phoenix, AZ

Student Photographer

2021-2023

- Captured images for a wide variety of internal and external marketing use.
- Visually documented events ranging from press conferences to sporting, organization-sponsored, and daily life events.
- Maintained the Digital Asset Management system for all images produced by the Multimedia team.
- Assisted photographers on brand and commercial photo shoots including: set preparation, grip, gaffer, and styling assistance.
- Created and executed pitch decks for clients.
- Directed multiple shoots for clients including lighting direction, photography, and post production.

PORTLAND PICKLES BASEBALL CLUB

Portland, OR

Social Media Intern

Summer 2021

- Uploaded in-game content to all social channels.
- Aided in the creation and posting of content for all four Portland Pickles associated/owned accounts on multiple social media platforms.
- Captured photos and videos for promotional, graphic, and social use.
- Designed, created, and published promotional graphics with 400,000+ engagements.
- Trained in and operated Trackman during games.
- Operated camera equipment for livestream.
- Increased following and engagement across all social platforms.
- Pitched and implemented ideas for the Summer season.

EDUCATION

GRAND CANYON UNIVERSITY

Phoenix, AZ

Bachelor of Science in Marketing and Advertising; Minor in Sports Management

2019-2023

- Sports Business Club member, Volunteer Photographer for GCU Club Volleyball, WyldLife Leader

SKILLS

- Technical Skills: Capcut, Adobe Creative Cloud, Canva, Slate, Final Cut Pro
- Certification: Fundamentals of Digital Marketing