

Chris Fiegel

Bethlehem, PA
610.709.4248
chris@chrisfiegel.com

• **Leading with Kindness** •

SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe Premiere Pro
AVID Pro Tools | Ultimate
Logic Pro X
HubSpot
WordPress
Wix Studio
Squarespace

CERTIFICATIONS

2023 **Google**
Digital Marketing &
E-Commerce Specialization

2023 **Hubspot**
Digital Marketing
Certification

2022 **LinkedIn**
Communication & Project
Management Foundations

AWARDS

2024 Newhouse Scholarship

2021 Outstanding Student
in Psychology Award

2021 Excellence in Information
Literacy Award

2021 Social & Behavioral Sciences
Research Award

2020 Bill and Denise Spence
Collective Impact Scholarship

2019 Fowler Family
Trustee Scholarship

2015 Historic Hotel Bethlehem
Associate of the Month

EDUCATION

S.I. Newhouse School of Public Communications 2025
Syracuse University
Master of Science in Multimedia, Photography & Design

The Pennsylvania State University 2021
Bachelor of Science in Psychology | *Cum Laude* | GPA 3.86
Trauma Studies Certificate, Penn State Behrend
Honor Society of Phi Kappa Phi,
Psi Chi International Honor Society in Psychology

EXPERIENCE

Historic Hotel Bethlehem | Bethlehem, PA
Marketing & Multimedia Specialist (Contract) Jun. 2024 - Present

- Managing Historic Hotel Bethlehem web & e-commerce channels across multi-property corporate portfolio
- Leading & collaborating with marketing asset management, creative, design, and UI/UX development & strategy
- Monitoring digital guest feedback & engagement
- Batch photography, graphic, and video enhancements
- Communicating directly with Owner, Directors, Managers, and partners to meet and exceed world-class standards at #1 Best Historic Hotel in America, three-times ranked by USA Today in 2021, 2022, & 2023

Marketing & Multimedia Coordinator Apr. 2023 - Jun. 2024

- Created, managed, and quality-checked over 40 multimedia projects, 10 digital channels, and various collateral across Hotel marketing portfolios
- Coordinated marketing strategies with internal and external PR, management, and partnerships
- Increased organic social conversions year-over-year by 479% from \$4K to \$19K
- Generated year-over-year increases on primary social platforms (Facebook, Instagram, YouTube, LinkedIn)

Boston University | Boston, MA
Video Editor, Graphic Designer Apr. 2022 - Aug. 2023
HITSS Research Project, BU CTE Center

- Created, managed, and edited video and photo assets to optimize for recruiting, education, and outreach
- Designed and assisted with promotional recruitment materials for enrollment, exhibition, and retention

Clinical Research Assistant Apr. 2022 - Aug. 2023
DIAGNOSE CTE Research Project, BU CTE Center

- Assisted retention coordination and screened participants for remote evaluations for clinical study involving 240 NFL, Collegiate, and Control participants nationwide
- Prioritized correspondence in accordance with IRB-approved study protocols
- Supported study team by aiding with participant evaluations, data collection, tracking, and management

Chris Fiegel, LLC | Bethlehem, PA
Owner; Marketing & Multimedia Consultant Sept. 2015 - Present