



# MARTINE VEIEN SOERNSKOG

BUSINESS PSYCHOLOGY & DIGITAL MEDIA SPECIALIST

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## EDUCATION

### **Ph.D. Business Psychology Candidate | Consulting Track**

The Chicago School of Professional Psychology, Los Angeles | Expected completion by Dec. 2022.

### **M.A. Industrial & Organizational Psychology | 2015 - 2017**

The Chicago School of Professional Psychology, Los Angeles

### **B.A. Work & Organizational Psychology | 2012 - 2015**

The University of Bergen, Norway. Thesis explored job engagement among international workers in engineering.

## WORK EXPERIENCE

### **Digital Content Manager** | Communications & Public Affairs | The Chicago School of Professional Psychology | 2020 - Present

#### **Project Management**

Manage daily content production for university's digital and social media platforms, coordinating a hybrid team of 10 part-time content producers spread across three time zones. Succeeded production goals by at least **35%** in every quarter while continuously developing and adapting production strategy, systems, and scope to meet the changing needs of the department/organization.

#### **Team building**

Recruitment, training and development of new team members and content producers. Successfully grown a remote/hybrid content production team from **four to 15** employees in two years. Lead weekly team meetings focused on employee wellness and internal updates. Weekly 1-1 meetings with all content producers, and monthly skills and professional development trainings.

#### **Training & Development**

Lead monthly trainings for team members, as well as for other employees and departments to increase intradepartmental collaboration and organizational alignment. Training topics offered includes internal operations, communications, graphic design, social media strategy and management, video production and editing, and various software (i.e.: Office 365, Canva, Workday, Wordpress, Adobe Premiere Pro, Adobe Audition, Buffer, Constant Contact).

#### **Organizational Strategy, Development and Performance**

Work collaboratively with Executive Director of Communications to align PR and Public Relations strategy and goal setting priorities with the team's content production strategy to ensure optimal organizational effectiveness and performance, continuous ability to grow brand recognition, social media audience, and engagement. In the last year I was tasked with additional responsibilities, and supported our team through the successful launch a TikTok channel for the university in addition to taking over of the university's Instagram account. The IG account had a **520%** increase in brand recognition and **63%** increase in post impressions in the first five months since taking over management of the channel.

### **Communications Associate** | Communications & Public Affairs | The Chicago School of Professional Psychology | Sept 2019-2020

- Created and published monthly newsletter (**10,000-15,000** recipients). Weekly production of multiple 1-3 min videos weekly that promoted faculty experts, university leadership, student and alumni stories and educational mental health content.
- Created, edited and customized **30-100** graphics monthly for social media content and various organizational branding projects.
- Subtitled all internally produced videos and news media recordings after university leadership or faculty experts were interviewed and uploaded content to the organizational website as well as other platforms such as YouTube and the campus TV flatscreens.
- The President's Office and several Campus Deans quickly made me the preferred graphic designer for urgent or high priority projects, a task that was formerly conducted by the marketing department, noting my designs were of excellent quality, professional and creative designs, and had a fast turnaround time.

### **Alumni Relations & Institutional Advancement Associate** | The Chicago School of Professional Psychology | April 2017- Aug 2019

- Proposed, secured institutional approval and funding, and then built a custom digital networking platform for the university. The platform helps the organization increase access to and engagement with **15,000 alumni** globally and enables alumni to share career opportunities, events, fundraising campaigns and professional development opportunities with the entire alumni community. The platform also hosts the management of an alumni mentoring program I was left in charge to launch within the first 6 months of my hire, and it exceeded the initial participation goal by **400%** in the first year.
- Organized more than **20** professional development and networking events for **9,000-12,000** alumni across seven campus locations. Spearheaded new event, location and marketing strategies which led to an 85% attendance growth in less than two years.
- Successfully implemented **three** student scholarships for underrepresented populations, ranging from **\$1,500-\$10,000**.

## SKILLS

- Fluent in Norwegian & English, conversational Danish, Swedish, basic German
- Graphic design, video production and editing
- Behavioral assessment and survey development
- Organizational Effectiveness & Change Management
- Recruiting and talent development
- Public speaking