



CHRIS SPRING

About

Passionate about improving advertisement campaigns and flows/automations based on customer engagement data. Works best in a fast-paced environment. Ability to multitask various assignments and complete them in a timely manner.

Education

Master of Arts in Communication

Drake University

Expected Graduation 2025

Bachelor of Arts in Journalism and Mass Communication

Drake University

Graduated 2023

Skills

- Data driven
- Outgoing and positive personality
- Attention to detail
- Ability to work in a fast-paced environment
- Multitasking
- Communicate through multiple platforms

Relevant Experience

Photographer/Editor

WHO 13 News / Des Moines, IA

December 2023 - Present

- Film events and breaking news for weekend news broadcasts.
- Edit videos in a timely manner using Adobe Premiere Pro.
- Conduct interviews during events/breaking news when available.
- Write scripts using ENPS, and ensure timing corresponds with video content.

Communications Specialist

Homemakers Furniture / Urbandale, IA

January 2023 – January 2025

- Responsible for promotional and non-promotional email and SMS communications.
- Analyze data to drive future communications and modify content accordingly.
- Responsible for maintaining engagement across multiple platforms and improve the overall customer journey through email and SMS.

Floor Manager

Homemakers Furniture / Urbandale, IA

February 2021 – January 2023

Sales Team Member

Homemakers Furniture / Urbandale, IA

February 2019 – February 2021