

Chris Fiegel

Bethlehem, PA

610.709.4248

chris@chrisfiegel.com

• **Leading with Kindness** •

SKILLS

Adobe Creative Suite
Meta Business Suite & Ads Manager
Google Ads & Google Analytics
Microsoft Office
Hubspot

ASSISTANTSHIPS

2025 **Graduate Research Assistant**
Newhouse Synthetic Media Lab

2025 **Teaching Assistant**
Integrated Marketing Campaigns

CERTIFICATIONS

2026 **Google**
Generative AI Leader
Specialization

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

2023 **Hubspot**
Digital Marketing
Certification

2022 **LinkedIn**
Communication & Project
Management Foundations

AWARDS

2024 Historic Hotels of America
Best Social Media
of a Historic Hotel

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

EDUCATION

S.I. Newhouse School of Public Communications
Syracuse University

2026

Master of Science in Multimedia, Photography and 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 – Jan. 2026

- Managed Historic Hotel Bethlehem web and e-commerce channels across multi-property corporate hospitality portfolio
- Led and collaborated with marketing asset management, creative, design, Meta advertising, strategic marketing, AI optimization and UI/UX development
- Monitored digital guest feedback, email marketing and engagement
- Batched photography, graphic and video enhancements

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 portfolio
- Coordinated marketing strategies with internal and external PR 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, TikTok)

Center for the Creator Economy

S.I. Newhouse School of Public Communications | Syracuse, NY

Social Media Strategist

Oct. 2025 – Dec. 2025

- Developed social media channel strategy and content planning
- Produced and coordinated video editing and copywriting
- Generated insights reporting and email organization

Office of Research and Creative Activity

S.I. Newhouse School of Public Communications | Syracuse, NY

Student Program Associate

Aug. 2024 – Dec. 2025

- Managed Newhouse Impact social media channels and user feedback
- Coordinated Newhouse Impact events and podcast episode production
- Co-edited Newhouse Impact Journal Volume 2 and additional faculty literature

Boston University | Boston, MA

Video Editor, Graphic Designer

Apr. 2022 – Aug. 2023

HITSS Research Project, BU CTE Center

- Created, managed and edited 13 ambassador videos and conference photo assets to optimize for recruiting, education and outreach
- Designed and assisted with promotional recruitment and retention materials

Clinical Research Assistant

Apr. 2022 – Aug. 2023

DIAGNOSE CTE Research Project, BU CTE Center

Chris Fiegel, LLC | Bethlehem, PA

Owner; Marketing & Multimedia Consultant

Sept. 2015 - Present