

Chris Fiegel

Bethlehem, PA

610.709.4248

chris@chrisfiegel.com

• **Leading with Kindness** •

EDUCATION

S.I. Newhouse School of Public Communications

Syracuse University

Master of Science in Multimedia, Photography and Design

2026

The Pennsylvania State University

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

2021

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

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

2019 Fowler Family
Trustee Scholarship

EXPERIENCE

Office of Research and Creative Activity

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

Student Program Associate

Aug. 2024 – Present

- Manage Newhouse Impact social media channels and user feedback
- Coordinate Newhouse Impact event coordination and podcast episode production
- Co-edit Newhouse Impact Journal Volume 2 and additional faculty literature

Historic Hotel Bethlehem | Bethlehem, PA

Marketing & Multimedia Specialist (Contract)

Jun. 2024 - Present

- Manage Historic Hotel Bethlehem web and e-commerce channels across multi-property corporate hospitality portfolio
- Lead and collaborate with marketing asset management, creative, design, Meta advertising, strategic marketing and UI/UX development
- Monitor digital guest feedback, email marketing and engagement
- Batch 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)

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 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