

# Chris Fiegel

driven professional leading with kindness

Bethlehem, PA

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## EDUCATION

### The Pennsylvania State University

Bachelor of Science in Psychology | Cum Laude

Trauma Studies Certificate, Penn State Behrend

Honor Society of Phi Kappa Phi,

Psi Chi International Honor Society in Psychology

GPA: 3.86

2021

## SKILLS & TOOLS

Google Suite, Apple iWork, Microsoft Office Suite, HubSpot, Hootsuite, GA4, WordPress, Wix, Squarespace, Meta Ads & Facebook Ad Manager, Google Ad Manager, Dropbox, Box, Microsoft Teams, Skype, Zoom, Adobe Creative Suite, Final Cut Pro, Da Vinci Resolve, AVID Pro Tools | Ultimate, Logic Pro X

## PROFESSIONAL EXPERIENCE

### Historic Hotel Bethlehem | Bethlehem, PA

Marketing & Multimedia Coordinator

Apr. 2023 - Present

- Create, manage, and quality-check multimedia projects, social media channels, collateral, and marketing portfolios of Hotel departments as needed before review, approval, and publishing, including work with Rooms & Guest Experiences, Sales, Food & Beverage, The Shoppe at Hotel Bethlehem, Hotel B Ice Cream Parlor, Tap Room at Hotel Bethlehem, 1741 on the Terrace, and Visit Historic Bethlehem.
- Coordinate and execute marketing strategies with internal and external PR, management, and partnerships
- Act as in-house photographer and videographer for events, features, projects, interviews, and promotions
- Research and develop effective forecasts and insight reports in alignment with management projections
- Enrich guest and client experience through marketing campaigns and KPI reporting
- Internally market employee opportunities, incentives, and professional development opportunities
- Support Directors' missions through new leads, impactful communications, and project management
- Strengthen marketing strategies in anticipation of potential UNESCO World Heritage Site Designation for Moravian Church Settlements - Bethlehem in 2024
- Work directly with Owner, Directors and Managers and third parties to meet and exceed world-class standards at #1 Best Historic Hotel in the US, three-times ranked by USA Today in 2021, 2022, & 2023

Full-Time Bellhop & Shuttle Driver (2022 - 2023) | Part-Time Bellhop, Houseman & Brunch Pianist (2014 - 2017)

Oct. 2014 - Apr. 2023

- Assisted with guest luggage, complimentary shuttle service, and bellman/houseman team tasks
- Provided award-winning hospitality service in various roles, ensuring customer success and satisfaction

### Boston University | Boston, MA

Video Editor, Graphic Designer - HITSS Research Project, BU CTE Center

Apr. 2022 - Aug. 2023

- 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

DIAGNOSE CTE Research Project, BU CTE Center

Jan. 2022 - Apr. 2022

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

### Chris Fiegel | [chrisfiegel.com](https://www.chrisfiegel.com) | Bethlehem, PA

Professional Freelancer

Sept. 2015 - Present

- Served 35+ clients, delivering 100+ projects in photography, photo editing, video and audio production & editing, and web design, with some notables as SpectraSound, Bryn Holdsworth, The Chris Fluck Podcast (Ep. 1-47), All Things Brielle, Historic Hotel Bethlehem, Keystone Aerosports, PA Playhouse, and Aria's Voice

### Special Olympics Pennsylvania - GLVPR | Bethlehem, PA

Photography Intern

Oct. 2022 - Jan. 2023

- Photographed athletes and volunteers through Special Olympics and coordinated marketing efforts

## CERTIFICATIONS & PROJECTS

## AWARDS & ACHIEVEMENTS



Google

Digital Marketing & E-Commerce Specialization

Nov. 2023

Outstanding Student in Psychology Award 2021

Excellence in Information Literacy Award 2021

Social & Behavioral Sciences Research Award 2021



Hubspot

Digital Marketing Certification

Nov. 2023

Bill and Denise Spence

Collective Impact Scholarship 2020



LinkedIn

Communication & Project Mgmt. Foundations

Jun. 2022 - Jul. 2022

Fowler Family Trustee Scholarship 2019

Historic Hotel Bethlehem Associate of the Month 2015