

Kimberly Falls-Ratliff

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Education

University of Missouri - St. Louis, St. Louis, MO

May 2018

Bachelor of Arts, Communication

- Minor in Japanese
- Certificate in Public Relation
- Cumulative GPA: 3.16/4.00

Professional History

Office of Student Involvement, University of Missouri- St. Louis

May 2017 - Present

Student Worker

- Welcomed and greeted all visitors; screened calls; directed to appropriate staff; sorted all incoming mail and distributed to recipients
- Help and guide new incoming students through the New Student Program website interface
- Managed and order supplies within the budget guidelines of 150+ student organizations

Hello Asia! LLC, St. Louis, MO

August 2014 - Present

CEO/Founder

- Start up and manages a small team of to produce audio for video and online content on a weekly basis
- Develops online marketing strategies to gain and improve listeners and build social media follower count
- Applied production skills to creatively utilize all aspects of digital production to build station imaging

Dept. of Languages and Culture, University of Missouri- St. Louis

August 2017 - June 2018

Japanese Tutor and Supplemental Instructor

- Assisted students in acquiring better understanding of targeted weak areas
- Edited and provided constructive criticism students written assignment and oral communication

The U: UMSL Radio, University of Missouri - St. Louis

May 2015 - June 2018

Station Manager

- Lead, direct plus manage entire station functions
- Guide, lead and support managers daily on issues if any associated with operations, communication, standardizing procedures, revenue enhancement and systems applications.

The U: UMSL Radio, University of Missouri - St. Louis

January 2015 - June 2018

Web and Social Media Director

- Develop and launch new designs for umslradio.com
- Responsible for online content creation for web and social media: Facebook, Instagram, Twitter
- Provide monthly listener count for online stream through NiceCast, Tune In Amplifier, and Google Analytics data
- Increase umslradio.com listener count organically by 70% through strategic keyword optimization.

Scentsy, St. Louis, MO

May 2013 - June 2014

Independent Consultant

- Generate and maintain a customer base of over 250
- Offer product knowledge and provide superior customer service in order to build and maintain lasting successful relationship with customers

Park Lane Jewelry, St. Louis, MO
Branch Manager

February 2011 – May 2013

- Generate and maintain a customer base of 200, sales team of 10
- Demonstrate or explain product to persuade customers to purchase products
- Exercise high level of innovative strategies and persuasiveness managing and coordinating supplies needed to maintain success and excellence for product sales for the team

Trans States Airlines, St. Louis MO
Flight Attendant

May 2007 – January 2011

- Provide outstanding customer service to all passengers and ensure passenger and cabin safety for EMB-145 (50 seat) aircraft
- Assist during boarding and de-boarding; demonstrate safety equipment and procedures; sell and serve beverages, meals and snacks; and attend to passenger needs throughout flight duration
- Comply with company policies and federal regulations

Intermixi Japan Tours, St. Louis MO
Tour Guide/ Convention Representative

March 2007 – January 2011

- Provides significant information about each destination or attraction visited with emphasis on its cultural and historical meaning
- Takes charge of meeting clients at the airport, ensures that tourists and travelers are comfortably settled in their hotels or resorts
- Performs travel cost analysis and provide price estimates to clients
- Discusses other tour packages and interesting activities with tourists in generating interest at trade shows and conventions

Volunteer Work

St. Louis Japanese Festival, St. Louis, MO

September 2015- Present

Girl Scouts of America of Eastern Missouri, St. Louis, MO

August 2016 – September 2017

Skills and Certification

Certificate in Teaching English to Speakers of Other Languages (TESOL)

Certificate in Social Media Marketing

Certificate in Google AdWords and Google Analytics

- Proficient in Microsoft Office, Adobe Creative Suites, Search Engine Optimization, HTML/CSS, WordPress, JavaScript
- Expertise in Audio/Video Production, Photography, Crisis Management, Branding, Customer Service
- Languages: English (Native), Japanese (Advance), Korean (Basic), Tagalog (Basic)

Awards and Distinction

Sigma Alpha Pi, National Society of Leadership and Success

2018

Intercollegiate Broadcasting System Golden Mic Award Recipient

2016, 2017, 2018

Who's Who Among Student in American Universities and Colleges

2017