

hi!



KARISSA TJET KNAPP (she/her)

ABOUT ME

A vivacious creative with skill and insight in engagement, promotion, and connection with internal and external audiences of notable institutions.

EXPERTISE

Adobe Creative Suite, Canva, Procreate, WordPress, social media scheduling softwares, Google Drive & Analytics, Microsoft Suite, MailChimp, digital accessibility practices, graphic design, content creation, video editing, project conceptualization, critical & analytical writing, creative thinking, writing, presenting, & solutions, storytelling, public relations, leadership, research, branding, strategizing, and teamwork.

**PORTFOLIO &
SOCIAL MEDIA**
karissatjet.com

EDUCATION

University of Michigan

2014-2018 | BA in English & Museum Studies, Honors

EXPERIENCE

Poverty Solutions at the University of Michigan Communications Specialist, 2022-now

- Translates complex scientific topics into digestible content for general audiences via social media, newsletters, & news releases
- Leads communication & promotion plan for annual speaker series, designing 25+ engaging ads & graphics; serves as event support during events
- Designs and formats publication materials including policy briefs, reports, and one pagers
- Created & manages Poverty Solutions social media accounts
- Collaborates with external partners as PS communications representative for projects & pilots, such as Rx Kids, providing PR strategization and communications support
- Manages Rx Kids social media accounts; provides general event and communications support; helped launch the Rx Kids program in 2024

Institute for Social Research at U-M Marketing Coordinator, 2018-2022

- Managed ISR social media; promoted research for 300+ faculty, designed & maintained digital media assets
- Trained staff and interns on accessibility, design, and social media best practices
- Developed communications outreach plans for events & campaigns, including coordinating advertising efforts
- Spearheaded internal & external email newsletter campaigns in planning, copywriting & design, & managing audience lists
- Served on DEI committees addressing issues within the institution, hosting informational events, providing resources, & tackling systemic issues

University of Michigan Museum of Art Student Engagement Council Member, 2016-2018

- Brainstormed & executed engagement tactics through social media & blog posts
- Planned & hosted student/community outreach activities & events
- Represented U-M students, advocating for their wants, needs, & ideas for the museum

Shedd Aquarium, Chicago, IL Social Media Intern, Summer 2017

- Collaborated with marketing team to form experiential marketing campaigns, researching & conceptualizing potential events & activities
- Engaged with guests via social media, aided in filming social media live events