

KRYSTHAL VELARDE FERDINEZ

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EDUCATION

Suffolk University

Boston, MA

Bachelor of Science in Advertising | GPA: 3.5

September 2022 – May 2026

Relevant Coursework: Marketing Strategy, Consumer Research, Consumer Behavior, Digital Analytics, Generative AI

EXPERIENCE

Suffolk Entrepreneurship and Educational Development Collaborative (SEED)

Boston, MA

Marketing Consultant

September 2025 – December 2025

- Conducted qualitative and quantitative analysis of customer reviews, service usage patterns, and market dynamics to identify key drivers of brand loyalty, retention, and repeat engagement
- Analyzed customer datasets in Excel to uncover distinct audience segments and growth opportunities, identifying primary customer groups driving 85% of service demand
- Developed audience personas and brand strategy maps to translate consumer insights into targeted engagement strategies and client growth opportunities
- Synthesized qualitative and quantitative research findings into a 12-month growth strategy with measurable KPI targets that informed tactical planning and implementation
- Presented data-backed strategic recommendations to executive stakeholders, connecting customer insights with business growth opportunities and implementation priorities

The Vow Whisperer

New York, NY

Social Media Assistant

August 2025 – December 2025

- Developed and scheduled 3–4 weekly short-form content pieces across Instagram and TikTok, directly supporting audience engagement and brand growth objectives
- Managed omnichannel content calendars and publishing workflows across multiple projects, balancing competing priorities and quick turnarounds in a fast-paced, collaborative environment
- Conducted audience research, competitive audits, and industry trend analysis to identify market gaps and deliver a data-informed content strategy

Money Museum Boston

Boston, MA

Social Media Intern

October 2023 – December 2023

- Produced and edited targeted short-form video, written, and visual content for 5 weekly Instagram and TikTok posts aligned with brand goals
- Executed continuous social monitoring and trend analysis via Google Analytics and platform insights to evaluate campaign effectiveness
- Synthesized audience engagement data to identify market dynamics and deliver actionable strategic recommendations

STRATEGY & MARKET RESEARCH PROJECTS

DraftKings - Consumer Behavior & Growth Strategy

May 2026

- Designed and conducted primary consumer research using Qualtrics to identify behavioral barriers affecting long-term engagement among first-time users
- Evaluated quantitative data in Excel to analyze market dynamics and uncover specific retention opportunities
- Developed an insight-driven user retention strategy by translating primary research findings into recommendations aimed at improving long-term customer engagement

Trojan - Consumer Behavior & Communication Strategy

June 2025 – April 2026

- Executed primary consumer research and concept testing with 39 respondents via Qualtrics to evaluate brand perception for a speculative portfolio campaign
- Analyzed quantitative and qualitative data in Excel to uncover key insights regarding consumer risk behavior
- Translated research findings into a communication strategy and campaign concept designed to address identified consumer perceptions and behavioral risks

SKILLS

Strategy & Research: Consumer Research, Market Research, Customer Segmentation, Strategic Planning, Competitive Analysis, Audience Insights

Analytics & Measurement: Microsoft Excel, Microsoft PowerPoint, Qualtrics, Google Analytics

Creative & AI Tools: Adobe Creative Suite, Canva, WordPress, Higgsfield (AI Video)

Languages: English, Spanish