



Kirsten Krupps

Creative professional with a **marketing** and **interactive media** background and **7+ years** of experience in diverse industries; committed, adaptable, and eager to learn



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EDUCATION

'13 B.S. Communication,
Concentration in
Advertising + Minor in
Interactive Media
Bradley University
3.65 GPA
Magna Cum Laude

Creative Thinking

Photography

Graphic Design

Social Media Marketing

Office Administration

Promotions + Events

Collaboration

HOBBIES

Entrepreneurship
Certified Therapy Dog Team
Fitness
Traveling

PROFESSIONAL WORK EXPERIENCE

Global Marketing Coordinator | ARi Global Solutions

- Global integrated engineering services and solutions provider
- December 2018 – Present
- East Peoria, IL

Marketing Consultant | Cumulus Media

- National radio and digital broadcasting company
- October 2017 – December 2018
- Peoria, IL

Marketing Coordinator | Local Search Association

- Not-for-profit industry association of media companies, agencies and technology providers who help businesses market to local consumers
- August 2016 – October 2017
- Peoria, IL

Multimedia Developer | CSE Software Inc

- Software and technology company
- October 2015 – August 2016
- Peoria, IL

Marketing + Sales Assistant | Alpha Media USA

- National radio, digital, and multimedia company
- February 2015 – October 2015
- Peoria, IL

Marketing Assistant, Graphic Designer, + Photographer | Limelight Eventplex

- Event center and concert venue
- January 2014 – September 2015
- Peoria, IL

Promotions Assistant, Graphic Designer, + Photographer | Cumulus Media

- National radio and digital broadcasting company
- April 2012 – June 2014
- Peoria, IL

HIGHLIGHTS

- **Email Marketing:** Managed and created monthly and quarterly newsletters for ARi, maintaining an average **open rate** of **79.7%** for employees and **27.7%** for customers
- **Graphic Design:** created promotional and marketing materials for clients, including posters, brochures, trade show displays, social media, website, etc.
- **Photography + Video:** Shot and edited photography/video work for multiple clients
- **Social Media Marketing:** Established strong social media presence on Facebook, LinkedIn, Twitter, and Instagram for ARi with overall **engagement** rising **157.5%**
- **Content Creation:** two of my blog posts received the **1st** and **3rd most views** on MarketingBitz.com in 2017; A two-part blog post got over **10,000 unique page views** on active-rock radio station, 105.7 the X's, website
- **Consultative Sales:** uncovered client's small business marketing challenges and business needs, then delivered a solution through radio, digital, and promotional advertising; added roughly **\$70k** to the pipeline in 1 year at Cumulus Media
- **Digital Marketing:** Created a 2-month long campaign for two Peoria-area golf courses, where we served **200,001 impressions** through **geofencing** and **contextual ads**, had a **CTR of .17%**, and **261** recorded weighted actions

RELEVANT SKILLS

- **Google:** Drive, Gmail, AdWords, Analytics, Calendar, Docs, Sheets, Slides
- **Microsoft Office:** PowerPoint, Outlook, Word, Excel, Teams, OneDrive
- **Adobe:** Photoshop, Illustrator, Premier Pro, After Effects, Acrobat, InDesign
- **Other:** Photography, Videography, Skype, HTML, WordPress, 88 WPM + 98% Accuracy