

# Kirsten Krupps

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Creative professional with a marketing and interactive media background and 10+ years of experience in diverse industries; committed, adaptable, and eager to grow.

*\*Recently laid off due to the COVID-19 pandemic. Actively looking for jobs in Austin, TX\**

## Work Experience

*Sonic Healthcare USA* | Austin, TX | **Digital Content Specialist**, 1/2020 to 4/2020

- Managed web content requests (completed 89 web requests in 2.5 months, often within hours of receiving them) and other web-based projects, including spearheading the creation of a company store for employees
- Built website pages in accordance with project requirements, recommended best practices, and functionality to clients, patients, and providers
- Worked closely with designers and vendors to develop creative content for digital and external channels, ensuring a consistent brand voice was maintained
- Assisted in marketing efforts by managing, planning, creating, scheduling, organizing, editing, and publishing content for external channels
- Performed regular reviews of web content to ensure accuracy, timeliness, and relevance
- Ensured the websites were up to date with ADA compliance and managed broken links, PDFs, and other entities

*ARi Global Solutions* | East Peoria, IL | **Marketing Manager**, 12/2018 to 12/2019

- Execute a variety of roles within the marketing and sales department specifically communications, branding, and strategy; reports directly to the President/CEO
- Manage and facilitate monthly customer newsletter (average open rate of 27.7%) and quarterly employee newsletter (average open rate of 78.2%) to almost 1,000 employees
- Manage website via Wordpress and social media, including Facebook (engagement increased 175%), LinkedIn (views increased 44%), Instagram (reach increased >1,000%), and Twitter (impressions increased 190%)
- Created all published materials including marketing campaigns, company collateral, press releases, blog posts, etc...
- Managed one marketing intern and oversaw that they learned about social media marketing, email marketing, and website content management, as well as a marketing associate in India

*Cumulus Media* | Peoria, IL | **Marketing Consultant / Digital Expert**, 10/2017 to 12/2018

- 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
- Developed creative proposals using qualitative and quantitative data in order to make justifiable recommendations to prospective clients to improve their brand awareness in the local market
- Created a 2-month long campaign for 2 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

**Photographer, Graphic Designer, Promotions Assistant**, 4/2012 to 6/2014

- Designed all promotional materials for our 5 radio stations – posters, flyers, staff badges, social media graphics, shirts
- Photographed various concerts, events, and promotions to use on the station websites and social media pages
- Wrote blog posts for all websites, but especially for 105.7 the X WIXO, our active rock station, including a two-part post that got over 10,000 unique page views

*Local Search Association* | Peoria, IL | **Marketing Coordinator**, 8/2016 to 10/2017

- Managed email campaigns and lists for LSA Recas [co-op advertising database] clients - which consisted of roughly 8,000 sales reps and creative staff for newspaper, radio, and tv
- Created promotional and educational materials, including web graphics, flyers, videos, etc. to add value for customers and increase attendance to our events
- Contributed to LSAinsider and MarketingBitz blogs – two of my posts received the 1st and 3rd most views on the MarketingBitz website in 2017: The Importance of Using Good Imagery on Social Media and 5 Advertising Mistakes

## You May Not Realize You're Making

### *CSE Software, Inc* | Peoria, IL | **MultiMedia Developer**, 10/2015 to 8/2016

- Quickly and consistently created digital graphics for in-house and multiple client projects
- Used Wordpress to update and maintain our own website, as well as multiple client websites including CSE Software, Health Scholars, and Cat Simulators
- Facebook likes grew by nearly 15% while in my care and engagement rose to 26.4%
- Shot and edited photography/videography work for clients + our own marketing material

### *Alpha Media* | Peoria, IL | **Marketing / Sales Assistant, Project Manager**, 1/2015 to 9/2015

- Assisted sales team in creating presentations and proposals for clients
- Contributed to the development of comprehensive advertising strategies for clients and create the final deliverable
- Served as client liaison and project manager for various interactive media projects - websites, mobile apps, etc.

### *Limelight EventPlex* | Peoria, IL | **Photographer, Graphic Designer, Social Media Manager**, 2/2015 to 10/2017

- Designed all promotional materials for the venue – posters, brochures, website + social media images...
- Established and ran social media profiles, including Facebook and Twitter, increasing engagement to an average of 62% and updated the website, increasing traffic 22%

### *Peoria Camera Shop* | Peoria, IL | **Co-Assistant Manager**, 8/2012 to 2/2015

- Provided exemplary customer service to all patrons and staff, particularly with helping customers pick out cameras, equipment, and print products
- Assisted in the training, managing, and supervising of four other employees
- Contributed to marketing and promotional activities including in-store and off-site events, retail marketing materials, print advertisements, and blogging of educational content

### *Bradley University* | Peoria, IL | **Graphic Designer, Webmaster, Social Media Manager**, 8/2010 to 5/2012

- Only in-house graphic designer for the Bradley Athletics Marketing Department
- Updated, maintained, and engaged with students via the Bradley Red Sea website, Facebook page, and Twitter to grow the following since it was in its first year of existence
- Created various advertisements promoting Bradley Athletic events to be displayed around campus, newspapers, and billboards as well as designed t-shirts for events and games

## Education

**Bachelor of Science (B.S.) in Communications, Concentrating in Advertising & Minor in Interactive Media**,  
Bradley University | Peoria, IL | 3.65 GPA | Magna Cum Laude

## Certifications

### Google

- Fundamentals of Digital Marketing | 12/2018
- Google Ads Display | 6/2020
- Google Analytics Individual | 6/2020
- Google Ads Search | 6/2020

### HubSpot Academy

- Social Media | 11/2018
- Email Marketing | 12/2018
- Content Marketing | 11/2018
- Inbound Marketing | 12/2018

### LinkedIn Learning

- Become a Marketing Manager | 6/2020
- Leadership Strategies for Women | 7/2019
- Advanced Content Marketing | 6/2020
- Leading a Marketing Team | 6/2020
- B2B Marketing on LinkedIn | 11/2019
- Becoming a Digital Marketing Specialist | 6/2020
- Social Media Marketing Foundations | 7/2019
- Content Marketing for Social Media | 6/2020
- Marketing During a Crisis | 6/2020
- Social Media for Photo/Video Pros | 11/2019