

Kirsten Krupps

CREATIVE MARKETING PROFESSIONAL

PROFILE

I am a driven, creative individual with 11+ years of marketing experience in a variety of industries. I have a wide range of skills in both the traditional and digital realms. From initial strategy, actual creation, and through to execution, I'm comfortable handling any step of a marketing campaign.



AUSTIN, TX



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EDUCATION

Bachelors Degree in Communication
Bradley University

Minor in Interactive Media
Bradley University

17+ Online Certificates
Google, Hubspot, + LinkedIn

SKILLS

SOCIAL MEDIA
DIGITAL MARKETING
CONTENT CREATION
EMAIL MARKETING
GRAPHIC DESIGN

EXPERTISE

POWERPOINT
WEB CONTENT MANAGEMENT
PHOTOGRAPHY
BLOGGING
CORPORATE BRANDING

EXPERIENCE

INSIDE SALES + MARKETING MANAGER

- Facilitate new processes, tools, communications, training, and methodologies for lead generation
- Collaborate with marketing, sales, sales support, product management, and account management to facilitate new programs, messages, campaigns, and offerings.
- Compose, develop, and evaluate sales +marketing activities, strategies, and policies.
- Collaborate in the development of sales and marketing literature
- Collaborate and participate in promotional activities and/or trade shows as needed.
- Develop and implement continuous improvement strategies with the marketing and sales teams.

ORIGEN
BIOMEDICAL

AUSTIN, TX

2020 -
PRESENT

DIGITAL CONTENT SPECIALIST

- 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
- Kept up with online content trends and best practices to incorporate them into overall digital strategy

SONIC
HEALTHCARE
USA

AUSTIN, TX

2020

MARKETING MANAGER

- Executed a variety of roles within the marketing and sales department specifically communications, branding, and strategy; reported directly to the President/CEO
- Managed and facilitated monthly customer newsletter (average open rate of 27.7%) and quarterly internal newsletter (average open rate of 78.2%) to nearly 1,000 employees
- Managed website (26.49% increase in page views) via WordPress and social media channels, 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 campaign materials, company collateral, press releases, etc...
- Created, collaborated, and drafted content for company website via WordPress
- Coordinated with India marketing team to ensure a consistent global message
- Supervised and managed one marketing intern from Bradley University

ARI

PEORIA, IL

2018-2019

MARKETING CONSULTANT + DIGITAL EXPERT

- 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
- Established and preserved multiple strong client relationships
- 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

CUMULUS
MEDIA

PEORIA, IL

2017-2018

MARKETING COORDINATOR

- 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

LSA

PEORIA, IL

2016-2017

MULTIMEDIA DEVELOPER

- 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 – CSE Software, Health Scholars, and Cat Simulators
- Facebook likes grew by nearly 15% while in my care and engagement rose from 23% to 26.4%
- Shot and edited photography/videography work for clients + our own marketing material
- Used InKling to create training modules for client

CSE
SOFTWARE

PEORIA, IL

2015-2016

MARKETING / SALES ASSISTANT + PROJECT MANAGER

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

ALPHA MEDIA
USA

PEORIA, IL

2015

PROMOTIONS ASSISTANT, GRAPHIC DESIGNER, + PHOTOGRAPHER

- Designed all promotional materials for the venue – posters, brochures, website, + social media images, etc.
- Established and ran social media profiles, including Facebook and Twitter, increasing engagement 62% and the website, increasing traffic 22%
- In-house photographer, taking all photographs for promotional purposes of the venue

LIMELIGHT
EVENTPLEX

PEORIA, IL

2014-2015

CO-ASSISTANT MANAGER

- 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, marketing materials, print advertisements, social media, and blogging of educational content
- Organized stockroom – scan products to make sure they are properly priced and placed them in their proper place in the stockroom or on the sales floor

PEORIA
CAMERA SHOP

PEORIA, IL

2012-2015

GRAPHIC DESIGNER, WEBMASTER, + SOCIAL MEDIA MANAGER

- Only in-house graphic designer for Athletics Marketing Department
- Updated and maintained the Bradley Red Sea website, Facebook page, and Twitter –gaining over 1,100 additional likes while in my care
- Created various advertisements (flyers, posters etc.) promoting Bradley Athletic events to be displayed around campus, newspapers, and billboards as well as designed t-shirts for events and games
- Attended athletic events to photograph students and events for promotional purposes and to encourage students to tag themselves on our Facebook page

BRADLEY
UNIVERSITY
ATHLETICS

PEORIA, IL

2010-2012