

Kirsten Krupps

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Creative professional with a marketing and interactive media background and 11+ years of experience in diverse industries; committed, adaptable, and eager to grow.

DIGITAL MARKETING – SOCIAL MEDIA – PHOTOGRAPHY – STRATEGY – EMAIL – DESIGN – UX

Work Experience

OriGen Biomedical | Austin, TX

Marketing Manager, 09/2020 to present

- Facilitate new processes, tools, communications, training, and methodologies to ensure sales program success
- Collaborate with marketing, sales, sales support, product management, and account management to facilitate new programs, messages, campaigns, and offerings
- Compose, develop, evaluate, and conduct training on sales/marketing activities, strategies, and policies
- Negotiate contracts and facilitate execution of vendor agreements for services needed to execute a marketing strategy
- Develop and implement continuous improvement strategies with the marketing and sales teams
- Monitor and analyze sales and marketing metrics, and adjust processes accordingly to improve the success

Sonic Healthcare USA | Austin, TX

Digital Content Specialist, 01/2020 to 04/2020

- 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, strategy, and budgeting; reports directly to the President/CEO and collaborates with heads of all departments
- 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 and implemented clear, consistent global brand guidelines, as well as created all published materials including marketing campaign materials, company collateral, press releases, etc...

Cumulus Media | Peoria, IL

Freelance Designer + Photographer, 1/2019 - present as needed

- Create promotional materials for the various radio stations
- Photograph concerts and events for promotional use

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 just 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 two Central Illinois 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, t-shirts
- 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 - CSE Software, Health Scholars, Cat Simulators, and more
- 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 the 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 Athletics | Peoria, IL

Graphic Designer, Webmaster, + Social Media Manager, 8/2010 to 5/2012

- Only in-house graphic designer for Athletics Marketing Department
- Updated, maintained, & engaged with students via the Bradley Red Sea website, Facebook page, and Twitter
- 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

Education

Bachelor of Science (BS.) in Communications, Concentrating in Advertising & Minor in Interactive Media,
2009 - 2013 | Bradley University | Peoria, IL | 3.65 GPA | Magna Cum Laude

Certifications

Google

- Fundamentals of Digital Marketing Certified
- Google Analytics Individual Certified
- Google Ads Display
- Google Ads Search

HubSpot Academy

- Social Media Certification
- Content Marketing Certification
- Email Marketing Certification
- Inbound Marketing Certification

LinkedIn Learning

- Event Planning Foundations
- Leadership Strategies for Women
- Learning Mailchimp Certification
- SEO Foundations
- Social Media Marketing Foundations Certification
- and 10+ more

Volunteer Experience

DogFest Austin Event Chair | Austin, TX | **Canine Companions for Independence, 2/2021 -10/2021**

- Lead the planning and execution of Austin DogFest, an annual dog event to help raise awareness about Canine Companions, including day of event planning, procuring sponsorships, and organizing the committee members.
- Raised just under \$250,000 between Austin, Fort Worth, and Irving events.

Certified Therapy Dog Team | Peoria, IL | **Alliance of Therapy Dogs, 8/2010 to 6/2015 + 12/2018 to 01/2020**

- My dog, Lola, and I started at **OSF HealthCare** in the Paws 4 Healing program 8/2010 to 12/2010, then went to **Illinois CancerCare** 1/2011 to 6/2015 where we visited patients and tried to bring them some joy.
- We were recertified in 12/2018 and were back at **OSF St. Francis Medical Center** visiting patients and their families

Volunteer Photographer | Peoria, IL | **Paws Giving Independence, 09/2017 - 09/2019**

- Each year, I photographed PGI's Running with the Dogs, which is their annual fundraiser. This 5k run/3k walk is their biggest fundraiser. I attended the event to document the day itself and the races, as well. I focused on photos of the service dogs in attendance, pets, and run/walkers. Photos were used by PGI for marketing the event for the following year.

Walk/Run Peoria Committee Member | Peoria, IL | **St. Jude Children's Research Hospital, 03/2018 - 09/2018**

- I assisted with the traditional and digital marketing for the Peoria St. Jude Run/Walk event in Peoria, Illinois.