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Creative marketing professional with 12+ years of experience; committed, adaptable, and eager to grow in the medical device, healthcare, and biotech industry.

MARKETING – CONTENT – PHOTOGRAPHY – STRATEGY – EMAIL – DESIGN – SALES ENABLEMENT

Work Experience

OriGen Biomedical | Austin, TX

Product Marketing Manager, 05/2022 - present

- Collaborates with Engineering, Production, Sales, and Customer Service to ensure successful product development, production, and marketing throughout the entire product life cycle
- Provide critical, strategic insights including market research, product positioning, customer outreach, and competitive analysis to create, adjust, and improve marketing strategies
- Wrote standard operating procedures and general procedures for various marketing-related topics like trade show procedures, trademark usage guidelines, website maintenance, etc.
- Researched, co-wrote, edited, and formatted a meta-analysis on one of our medical device products titled '[Liquivent®: A New Approach to Bronchoalveolar Lavage \(BAL\)](#)'
- Internally communicated marketing initiatives and brand guidelines/expectations for better consistency, including letterhead, slide deck, and other template updates and trademark congruity

Inside Sales + Marketing Manager, 08/2020 - 05/2022

- Analyzed and standardized the request for quotes, samples, orders, complaints, and general inquiry process on the website contributing to greater efficiency for customers that added over \$130k in sales in 18 months
- Worked inter-departmentally to develop sales and training tools, sales sheets, product brochures, customer education pieces, and marketing collateral
- Maintain the website to increase search engine optimization, increase ease of navigation, and provide more information to customers leading to an increase of sessions by 190%, users by 171%, and page views by 180% while in my care in the first two years compared to the previous two years
- Execute the content strategy by producing and promoting content such as blog posts, sales collateral, and videos for various uses to raise brand awareness
- Facilitate new processes, tools, communications, training, and methodologies to ensure sales program success, including finding and working with a Salesforce consulting company to improve the CRM platform + processes
- Assists with company participation at global industry events to foster customer relationships, conduct market research, and identify potential market opportunities

Sonic Healthcare USA | Austin, TX

Digital Content Specialist, 01/2020 - 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
- Managed, planned, created, scheduled, organized, edited, and published content for external channels
- Kept up with online content trends and best practices to incorporate them into overall digital strategy
- 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 - 12/2019

- Managed, created, 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
- Created and implemented brand guidelines to standardize the overall look and feel at a global level
- 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 campaigns, company collateral, press releases, etc.
- Oversaw and managed inside sales vendor relationship to ensure program was returning the desired results, including acquiring a top OEM in the agricultural machinery/heavy equipment industry in the first 3 months of implementation that led to a multi-million dollar partnership
- Coordinated with India marketing team to ensure a consistent global message

Cumulus Media | Peoria, IL
Marketing Consultant + Digital Expert, 10/2017 - 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
- 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

Photographer, Graphic Designer, Promotions Assistant, 4/2012 - 6/2014

- Designed all promotional materials for 5 radio stations – posters, staff badges, social media graphics, shirts, etc.
- 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, 08/2016 - 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 - 08/2016

- 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
- Shot and edited photography/videography work for clients + our own marketing material
- Used Inkling and basic HTML/CSS to create training materials for clients

Alpha Media | Peoria, IL
Marketing / Sales Assistant + Project Manager, 01/2015 - 09/2015

- 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 final deliverable and example materials
- Served as client liaison and project manager for various interactive media projects – websites, mobile apps, etc.

Peoria Camera Shop | Peoria, IL

Co-Assistant Manager, 08/2012 - 02/2015

- 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, 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
- Taught occasional classes, including how to improve your iPhone photography and Canon DSLR 101

Bradley University Athletics | Peoria, IL

Graphic Designer, Webmaster, + Social Media Manager, 08/2010 - 05/2012

- Only in-house graphic designer for Athletics Marketing Department
- Updated and maintained the Bradley Red Sea website and social media –gaining over 1,100 additional likes
- Created various advertisements (flyers, posters, etc.) promoting Bradley Athletic events to be displayed around campus, in local newspapers, and on 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

Education

Lamar University | Beaumont, TX

Master of Business Administration, 08/2022 - present | 3.75 GPA | Dean's List x 1 | AACSB Accredited | Accelerated Online Program

Bradley University | Peoria, IL

Bachelor of Science in Communications, Concentration in Advertising & Minor in Interactive Media,

2009 -2013 | 3.65 GPA | Magna Cum Laude | Presidential Scholarship | National Society of Leadership & Success | The Honor Society of Phi Kappa Phi | Dean's List x 5

Certifications + Skills

30+ Certifications

Google, Hubspot, LinkedIn, Pryor Learning, + more...

Skills Include

- Adobe Software Suite
- Content Writing and Editing
- Project Management
- Cross-Functional Collaboration
- Market Research
- Social Media
- SEO + SEM
- Web Analytics
- Brand Development

Volunteer Experience

Photographer | Peoria, IL + Austin, TX | **HeARTs Speak**, 01/2014 - present

- HeARTs Speak is a global network of photographers, writers, graphic designers, sculptors, painters, illustrators, and animal advocates providing their time and professional services pro bono to animal welfare organizations in their communities.
- Previous organizations include Foster Pet Outreach, Petco Foundation, Peoria Humane Society, and the Tazewell Animal Protection Society.

SAFE Young Professional | Austin, TX | **The SAFE Alliance**, 08/2020 - present

- Ongoing monthly donations and participation in various events/activities to help stop abuse for everyone through prevention, advocacy, and comprehensive services for individuals, families, and communities.

DogFest Texas Marketing Chair | Austin, TX | **Canine Companions**, 02/2022 -10/2022

- Supported the statewide marketing efforts for DogFest Texas, an annual dog event to help raise awareness about Canine Companions and their mission to supply service dogs to those in need completely free, and drive attendance to the event which raised more than \$235,000 across the region.

DogFest Austin Event Chair | Austin, TX | **Canine Companions**, 02/2021 - 10/2021

- Lead the planning and execution of Austin DogFest, including day of event planning, procuring sponsorships, and organizing the committee members.
- Raised just under \$250,000 between Austin, Fort Worth, and Irving events.

Therapy Dog Team | Peoria, IL | **Alliance of Therapy Dogs**, 08/2010 - 06/2015 + 12/2018 - 01/2020

- My dog, Lola, and I started at **OSF HealthCare** in the Paws 4 Healing program 08/2010 to 12/2010, then went to **Illinois CancerCare** 01/2011 to 06/2015 where we visited patients and tried to bring them some joy while they received their chemotherapy treatment.
- We were recertified and my other dog, Kai, became a therapy dog, too, in 12/2018 and we started back at **OSF St. Francis Medical Center** visiting patients and their families, including the oncology, pediatrics, rehabilitation, and neurological floors, as well as the ICU waiting room.

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

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

Walk/Run 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, IL by strategizing and presenting options to the committee as well as handling the execution of the campaigns.