

# Kirsten Krupps

[www.kirstenkrupps.com](http://www.kirstenkrupps.com)

309.712.4618

[kirstenkrupps@gmail.com](mailto:kirstenkrupps@gmail.com)

Austin, TX

[linkedin.com/in/kirstenkrupps](https://www.linkedin.com/in/kirstenkrupps)

## Summary

---

Creative marketing professional with 12+ years of experience spanning diverse industries. I have a wide range of skills in both the traditional and digital realms. From initial strategy, to actual creation, and through to execution, I'm comfortable handling any step of a marketing campaign. I have a natural flair for being able to combine creativity with problem-solving, giving me a demonstrated history of developing strategic marketing plans, crafting compelling content, streamlining processes, coordinating events, managing community relations, and overseeing brand image.

## Skills

---

- Digital + Traditional Marketing
- Product Management
- Public Relations
- Photography
- Email Marketing
- Content Marketing
- Social Media
- Sales Enablement
- Market Research
- Branding + Identity
- CRM - Salesforce

## Work Experience

---

### PRODUCT MARKETING MANAGER

#### OriGen Biomedical | Austin, TX | May 2022 – Present

- Provide critical, strategic insights including market research and competitive analyses, to create, adjust, and improve marketing strategies
- Design and execute promotional efforts such as newsletters (52% increase in 2022 of external newsletter subscribers), blog posts, press releases, social media (22% increase in 2022), and events such as Lab Week to celebrate OriGen's end users
- Collaborate with internal team members and external partners (graphic designer, videographer, etc.) on various projects to create marketing collateral and deliverables like sales and training tools, sales sheets, product brochures, customer education pieces, product videos, and more
- Develop and ensure brand standards are implemented throughout the company; Internally communicated marketing initiatives and brand guidelines/expectations for better consistency, including letterhead, slide deck, and other template updates and trademark congruity
- 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
- Wrote standard operating procedures and general procedures for various marketing-related topics like tradeshow procedures, trademark usage guidelines, website maintenance, etc.
- Researched and co-wrote a technical white paper titled '[Liquivent®: A New Approach to Bronchoalveolar Lavage \(BAL\)](#)'

### INSIDE SALES + MARKETING MANAGER

#### OriGen Biomedical | Austin, TX | Aug 2020 – May 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
- Facilitated 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 and processes
- Optimized and set new standards for internal processes of project management, documentation, organization, and training
- Executed the content strategy by producing and promoting content such as blog posts, sales collateral, white papers, and videos for various uses to raise brand awareness
- Negotiated contracts and facilitated the execution of vendor agreements for services needed to execute the marketing strategy

## **DIGITAL CONTENT SPECIALIST**

### **Sonic Healthcare USA | Austin, TX | Jan 2020 - Apr 2020** *[Laid off due to COVID-19]*

- 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 per 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 the 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

## **MARKETING MANAGER**

### **ARi Global Solutions | East Peoria, IL | Dec 2018 – Dec 2019**

- 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
- 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 campaign materials, company collateral, press releases, sell sheets, etc.
- Created, collaborated, and drafted content for the company website via WordPress
- Managed inside sales vendor relationship to ensure the program was returning the desired results
- Coordinated with the India marketing team to ensure a consistent global message
- Supervised and managed one marketing intern from Bradley University

## **MARKETING CONSULTANT + DIGITAL EXPERT**

### **Cumulus Media | Peoria, IL | Oct 2017 – Dec 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

## **MARKETING COORDINATOR**

### **Local Search Association [now Locology] | Peoria, IL | Aug 2016 – Oct 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 at our events
- Contributed to LSAsinsider 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](#)

## **MULTIMEDIA DEVELOPER**

### **CSE Software | Peoria, IL | Oct 2015 – Aug 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, and Cat Simulators
- Facebook likes grew by nearly 15%, while in my care and engagement rose from 23% to 26.4%

## MARKETING / SALES ASSISTANT + PROJECT MANAGER

### Alpha Media Peoria | Peoria, IL | Feb 2015 – Oct 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 deliverable
- Served as client liaison and project manager for various interactive media projects – websites, mobile apps, etc.

## PROMOTIONS ASSISTANT, GRAPHIC DESIGNER, + PHOTOGRAPHER

### Limelight Eventplex | Peoria, IL | Jan 2014 – Sep 2015

- 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 62% and the website, increasing traffic 22%
- In-house photographer, taking all photographs for promotional purposes of the venue

## GRAPHIC DESIGNER, WEBMASTER, + SOCIAL MEDIA MANAGER

### Bradley University Athletics Marketing Department | Peoria, IL | Aug 2010 – May 2012

- 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

## Education

---

### Lamar University | Beaumont, TX

*Master of Business Administration* | Aug 2022 – Present [expected Oct 2023]

- 3.88 Overall GPA
- Accelerated Online Program – Full-time | AACSB Accredited

### Bradley University | Peoria, IL

*Bachelor of Science in Communications - Concentration in Advertising + Minor in Interactive Media*

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

## Certifications

---

### Google

- [Analytics Individual](#)
- [Ads Display](#)
- [Ads Search](#)
- [Fundamentals of Digital Marketing](#)

### Stukent

- [Digital Marketing](#)

### Hubspot

- [Digital Marketing](#)
- [Content Marketing](#)
- [Email Marketing](#)
- [Social Media Marketing](#)
- [Inbound Marketing](#)
- [Inbound Marketing Optimization](#)

### Pryor Learning

- [Brand and Reputation](#)
- [Fundamentals of Quality Management](#)
- [Integrated Marketing Communications](#)
- [Project Management Fundamentals](#)
- [Successful Email Marketing](#)
- [Increasing Search Engine Optimization](#)

### LinkedIn

- +17 Courses

## Volunteer Experience

---

### Photographer | Peoria, IL + Austin, TX | HeARTs Speak, Jan 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, Aug 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, Feb 2022 - Oct 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.

**DogFest Austin Event Chair | Austin, TX | Canine Companions, Feb 2021 - Oct 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 | Alliance of Therapy Dogs, Aug 2010 - Jun 2015 + Dec 2018 - Jan 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. We started back at OSF St. Francis Medical Center, visiting patients and their families, including the oncology, pediatrics, rehabilitation, neurological floors, and the ICU waiting room.

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

- 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 | St. Jude Children's Research Hospital, Mar 2018 - Sep 2018**

- 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 various marketing campaigns.