

# KIRSTEN KRUPPS, MBA

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## SUMMARY

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Results-driven Senior Product Marketing Manager with a passion for developing impactful marketing strategies, optimizing digital marketing strategies, and enhancing brand positioning. Adept at cross-functional collaboration, sales enablement, and process optimization, with a focus on data-driven decision-making to maximize engagement, efficiency, and revenue growth. Combining analytical insight, creative execution, and leadership acumen, I specialize in building high-performing marketing programs that drive brand awareness, customer engagement, and long-term business success.

## PROFESSIONAL EXPERIENCE

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### ORIGEN BIOMEDICAL

Austin, TX

#### Senior Product Marketing Manager

DEC 2023 - Present

- **Strategic Market Insights:** Conduct in-depth market research and competitive analysis to inform and refine marketing strategies, ensuring alignment with business objectives and market demands.
- **Go-to-Market Leadership:** Lead integrated go-to-market planning and execution for existing and new products, collaborating across product development, design, sales, and marketing teams to drive successful launches and sustained growth.
- **Cross-Functional Collaboration:** Work closely with internal stakeholders and external partners, including graphic designers and videographers, to develop high-impact marketing collateral such as sales and training tools, presentations, product brochures, educational materials, and videos.
- **Sales Enablement & Communication:** Strengthen the connection between Marketing and Sales by shaping key messaging, refining talking points, developing support materials, and communicating product information to enhance sales effectiveness.
- **Team Leadership & Content Strategy:** Manage the Marketing Coordinator, overseeing social media and content strategies while directing the development of quarterly external communications and monthly employee newsletters to enhance brand presence and engagement.

#### Product Marketing Manager

MAY 2022 - DEC 2023

- **Promotional Strategy & Audience Growth:** Designed and executed multi-channel promotional campaigns, driving a 111.58% increase in external newsletter subscribers and a 49.53% overall growth in social media followers. Led LinkedIn strategy, achieving a 45% follower increase, 119% rise in impressions, 259% boost in clicks, and a 6.45% engagement rate in 2022.
- **Brand Management & Internal Alignment:** Developed and enforced brand standards across the company, ensuring consistency in marketing initiatives, letterhead, slide decks, templates, and trademark usage. Provided internal communication and training on brand guidelines to strengthen company-wide cohesion.
- **Website Optimization & SEO Impact:** Maintained and optimized the company website, significantly enhancing search engine visibility and user experience, resulting in a 190% increase in sessions, 171% increase in users, and 180% increase in page views in the first two years compared to the previous period.
- **Process Improvement & Documentation:** Authored and implemented standard operating procedures (SOPs) and guidelines for key marketing functions, including trade show processes, trademark usage, and website maintenance, ensuring efficiency and consistency across marketing operations.

#### Inside Sales + Marketing Manager

AUG 2020 - MAY 2022

- **Revenue Growth & Process Optimization:** Generated over \$130K in sales within 18 months by streamlining and standardizing the request for quotes, samples, orders, complaints, and general inquiry processes on the website, enhancing efficiency and customer experience.
- **Operational Efficiency & Cross-Departmental Impact:** Redefined internal standards for project management, documentation, organization, and training, enhancing operational effectiveness company-wide.
- **Knowledge Management & Employee Onboarding:** Developed a knowledge base of 300+ internal resources, significantly improving employee onboarding and reducing administrative workload per project.

**SONIC HEALTHCARE USA**  
**Digital Content Specialist**

**Austin, TX**  
**JAN 2020 - APR 2020**

- **Web Content Management & Execution:** Handled 89 web content requests in 2.5 months, often completing them within hours, while managing web-based projects, like leading the development of a company store.
- **Website Development & User Experience:** Built and optimized website pages to align with project requirements, industry best practices, and functionality needs for clients, patients, and providers, ensuring an intuitive user experience.
- **Creative Content & Brand Consistency:** Collaborated with designers and vendors to create compelling digital and external content, maintaining a consistent brand voice across all channels.
- **Content Strategy & Marketing Support:** Managed, planned, created, scheduled, and published content across external channels, supporting broader marketing initiatives.

**ARI**  
**Marketing Manager**

**East Peoria, IL**  
**DEC 2018 - DEC 2019**

- **Multi-Functional Leadership & CEO Collaboration:** Executed diverse roles within the Marketing and Sales department, reporting directly to the CEO and contributing to strategic initiatives across the organization.
- **Internal & External Communications:** Managed and facilitated the monthly customer newsletter (27.7% average open rate) and quarterly internal newsletter (78.2% average open rate), reaching nearly 1,000 employees, fostering engagement.
- **Global Brand Standardization:** Developed and implemented brand guidelines to standardize the company's visual identity and messaging at a global level, ensuring consistency across all touchpoints.
- **Digital Marketing & Website Management:** Oversaw website operations via WordPress, driving a 26.49% increase in page views, and managed social media growth across platforms including Facebook (engagement increased 175%), LinkedIn (views increased 44%), Instagram (reach increased >1,000%), and Twitter (impressions increased 190%).
- **Content Creation & Marketing Collateral:** Produced all published materials, including marketing assets, press releases, sell sheets, and other promotional content, ensuring brand alignment.

**EDUCATION**

**LAMAR UNIVERSITY**  
**Master of Business Administration**

**Beaumont, TX**  
**AUG 2022 - OCT 2023**

- 3.88 Overall GPA

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

**Peoria, IL**

- 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

**SKILLS**

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|-----------------------------------|----------------------------|-------------------------|
| • Digital + Traditional Marketing | • Photography              | • Sales Enablement      |
| • Product Management              | • Email Marketing          | • Market Research       |
| • Public Relations                | • Content Marketing        | • Branding + Identity   |
| • Website Management              | • Social Media             | • CRM - Salesforce      |
| • Process Efficiency              | • Corporate Communications | • Graphic Design        |
| • Trade Show + Event Planning     | • Strategy                 | • Management + Training |

**CERTIFICATIONS**

**Google**

- Analytics Individual
- Ads Display
- Ads Search
- Fundamentals of 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

**Stukent**

- Digital Marketing