

KRISTIN M. KRAUS

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Marketing Executive

Entrepreneurial, hands-on and tech savvy marketing executive with customer satisfaction and sales focus. Strong talent to quickly synthesize information, interpret business needs, develop winning plans and deliver results—particularly for teams in start-up and transition. Strategic planner with front-line execution expertise.

Strategy • Interactive/Digital Marketing Specialization • Web 2.0 & Social Media • Product Launch • Demand Creation & Lead Management • Brand Development & Management • Customer Relationship Management (CRM) • eCommerce • Advertising, PR & Events • Value Propositions & Positioning • Team Management & Cross-Functional Team Leadership • Customer Needs Evaluation • ROI Metrics & Web Analytics • New Policies & Best Practices • Agency Management

Career Highlights

- **Diverse and deep experience** – B2B (20 years), Consumer (15+ years) and Non-profit (7+ years)
- **Launched 247+ products & services** – CPG, medical devices/services, web services and technology, business products and services, consumer electronics, community volunteer services and more.
- **Start-up ready** – 65% of my roles have been in newly created roles. Quickly able to define priorities and deliver.
- **Digital marketing and CRM consultant** – for two key divisions at Kodak. Created a database of over 650,000 opt-in consumers in first year, plus ecommerce solutions for consumers and B2B clients worth over \$11.2 million in two years.
- **Sales enablement** – Directed development of major proposals for client sales exceeding \$125 million in one year.
- **Team leadership** – Led cross-functional global team of 28 in first launch of 6 products at one time. POS materials in place in the U.S., Europe and Japan on the announcement date. On message, on time. On budget.

Digital Strategist

DIXON SCHWABL via
contract with TEKSYSTEMS
(2016)

Provide digital marketing strategy and execution expertise to Dixon Schwabl's clients. Collaborate with account services, creative and technical teams to develop proposals, project plans and KPIs to meet client needs.

Marketing Consultant

SAVVY MARKETING
(2013-Present, 2010)

Creating strategies and delivering programs for B2B, Consumer and Non-Profit clients. Work includes: strategy, competitive assessment, branding, investment recommendations, lead generation programs, sales tools, social media and web creation.

- Delivered plan for new audience and prospect list that increased attendance by 38%.
- Increased leads for trade show by 250%+ over previous year.
- Campaign delivered 2x forecasted donations. Recent email campaign delivered 74% open and 27% conversion rates.

Senior Marketing Manager

GETINGE USA, INC.
Healthcare/Life Sciences
(2011-2012)

Defined KPIs, strategy and plan to generate demand and increase account penetration. Created and delivered support for 10 product launches and 13 marketing programs.

- Met sales goals and KPIs for annual bonus incentive within first 6 months.
- Managed budget, including \$120k savings to bottom line. Launched first ecommerce site.
- Delivered first digital demand generation programs including direct mail, email and personalized URLs (1:1). Defined new internal processes for promotions.
- Initiated recommendation and business case for data cleansing, appending and lead nurturing programs. Created marketing automation plan for service and consumables.
- Recruited and managed team for newly-created Inside Sales team. Defined roles and processes for lead activation and coordination with field sales and service. New trade show booth design and lead programs. Increased show leads by over 200% over previous year.
- Drove U.S. strategy and requirements for new global website. Liaison to global roll-out team for Salesforce.com implementation. Created social media strategy and content plan.

**Worldwide
Marketing &
Communications
Manager**

KODAK
(2006 – 2010)

Accountable for full strategic and tactical brand creation, product launch and in-market execution for consumers and B2B customers. (KODAK Picture Kiosk and digital photo labs)

- Oversight of customer experience at retail - 94% consumer satisfaction rating and 96% referral rate. Achieved 92% opt-in rate for direct marketing thru loyalty programs.
- Spearheaded web strategy and implemented interactive programs comprised of social media, CRM and emerging technologies (web/mobile). Achieved market-leading share of voice thru break-through testimonial approach for launch of new digital portfolio.
- Delivered major client strategy, proposals and presentations to senior executives. Supported over 15 software releases, including first campaigns delivered within the Kiosk UI/experience.
- Revitalized positioning, messaging and consistent branding for new global turnkey Point of Sale (POS) system and marketing programs toolkit. Led research including message testing, eye-tracking, focus groups and usability validation. Implemented digital and traditional merchandising solution across 47 countries. Delivered over \$2 million in creative investment savings. Created new store concepts for major customers including Wal-Mart, Target and CVS.
- Developed channel marketing and training programs including co-branded retail clerk training via custom online portal. Lead contact with major retailers and Key Account Managers for market trial feedback, U.S. Customer Council and major product rollout.

**Worldwide Customer
Relationship
Management (CRM)
Marketing Manager**

KODAK
(2003 – 2005)

Charged with leading strategy, research, tools, best practices, branding and creative approach across product teams. Produced ROI models for Consumer and B2B customers. Aligned CRM activities to drive retail store results.

- Directly managed \$14 million investment and KPIs. Steering committee member for all major IT infrastructure investments, processes and metrics.
- Developed initial policies and best practices in newly-created role of Chief Privacy Officer for Consumer Imaging division – both B2B and consumer focus.
- CRM role responsible for delivering cohesive branding across all products and sub-brands. Defined and executed co-branded CRM and retail/destination activities with retailers and partners, including CVS, Target, Disney and Paramount.
- Delivered unprecedented industry results for ecoupon effectiveness and CRM campaigns as speaker at international AdTech Conference.

**Interactive
Marketing Manager,
e Business
Development**

KODAK
(2000 – 2003)

Consultant for Consumer and Entertainment divisions, charged with driving effective and aggressive use of the web to drive business and enhance the brand. Synthesized priorities and recommended interactive strategy, eBusiness initiatives, pilot tactics and success metrics. Provided best-practices leadership and training for global marketing organizations.

- Directed staffing, technical project requirements, customer experience requirements and schedules for 60+ projects and web-based products through central CMO organization for all consumer and B2B activities.
- Piloted first downloadable coupons, online promotions, vertical market tests, distributed content, surveys, loyalty programs, and sweepstakes derived from detailed tactics and testing methodologies. Specialized in using web to drive customers to retail.
- Drove agency selection process and directly guided go-to-market efforts for over \$6.2 million in program investment. All projects delivered on schedule, on budget.

EDUCATION

State University of
New York, College at
Geneseo

Bachelor's Degree, Marketing Communications / Public Relations
Additional training for specialization in digital marketing, Adobe Creative Suite, web tools