

KRISTEN CARTER

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Digital Marketing Professional | WordPress Site Manager | Creative Content Creator

EXECUTIVE SUMMARY

Dedicated to creating content and digital outreach that is impactful and engaging. Adept at building marketing campaigns with an ability to cut across demographics and interests. An accomplished history of successful Digital, Website and Email Marketing development excellence focused on organizational success; audience buy-in and acceptance. Deploying a data-driven approach to designing and executing successful brand and creative content strategies. Research driven to build customer-acquisition focused SEO, PPC and paid ad campaigns driving lead and demand generations and stellar growth at scale.

VALUE ADDED SKILLS

Digital Marketing | Content Strategy Design | Google Ads | Customer Relationship Management | Front End Optimization | Branding | Campaign Execution | A/B Testing | KPIs | Research and Analysis | PPC | Account Management | SEO / SEM | Project Coordination | Google Analytics | Content Marketing | Client Requirements Analysis | Creative Content | eCommerce | Email Marketing | Conversion Rate Analysis

RECENT EXPERIENCE

FIREGANG DENTAL MARKETING

Spokane, WA (Remote) | Website Specialist | February 2022 – Present

Working with clients across the dental services industry, a digital marketing firm providing a range of sales funnel, demand generation and growth solutions, allowing clients to expand at scale across the digital landscape where I successfully:

- Complete updates and regular assessments of over 120 client sites to identify and propose UX enhancements, loading time increases and overall stickiness.
- Determine client requirements to build PPC and SEO campaigns throughout digital touchpoints and social channel assets.
- Conduct audits of client sites to build and test landing pages; split testing to ensure high conversion rates and ensuring compliance to overall brand and online aesthetic.
- Streamlined internal operations to decrease website import and formatting in WordPress by 50%.
- Curate content and marketing material in the company's Content Management System.
- Monitor and review clients' budgets, assessing ROI against anticipated results.
- Drive client relationship management activities to promote retention and satisfaction.
- Perform client-specific market research, keyword research and competitive analysis.

HOLE IN ONE INTERNATIONAL / ODDS ON PROMOTIONS

Reno, NV (Remote) | Marketing Coordinator | January 2016 – October 2021

The golf event insurance leader, providing solutions to underwrite major tournament prizes and awards. Key accountabilities, building and launching over 100 campaigns a year revolved around:

- Reimagining and relaunching the company's website, driving SEM efforts to achieve #1 Google Search Engine Result Page rankings.
- Conceptualizing and designing creative content for online distribution; focusing on brand awareness and a heightened UX.
- Driving user generated ad content, helping surpass ROAS targets.
- Collaborating with the design team to optimize the website experience; implementing robust landing page A/B testing, helping elevate customer conversion rates.

- Leading efforts to improve on-page SEO performance resulting in page speed improvement and a corresponding monthly organic traffic increase.
- Innovating up to 10 email marketing campaigns a week using SendGrid and MailChimp, spearheading the end-to-end copy development, design, and call-to-action creation process and achieving all click-through and open rate targets.

INTERNETWORK EXPERT INC

Reno, NV | Technical Marketing Specialist | September 2013 – February 2015

A provider of technical IT training providing a range of Networking, Cybersecurity, Data Science and Cloud learning offerings. Championing social media marketing outreach, I was responsible for:

- Supporting the internal content team in creating unique material for Facebook distribution, increasing fan engagement by 44% within the first four weeks of employment.
- Developing, testing, and launching channel specific campaigns to energize brand and learning product awareness while engaging and converting target audiences.
- Performing competitive market research to support social media campaign development and messaging creation.
- Refining brand messaging and written 'aesthetic,' translating objectives to action-inspiring content.
- Maintaining a deep awareness of trends in social media marketing and social platforms' unique algorithm requirements.
- Collaborating with key data networking podcasters to develop and structure a sponsored banner ad campaign resulting in a \$25k revenue increase.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Web Developer Certificate (2021)

Collin College | Plano, TX

Digital Marketing Certificate (2021)

Collin College | Plano, TX

- Content Marketing | HubSpot
- Inbound Marketing | HubSpot
- Social Media | HubSpot
- Email Marketing | HubSpot
- Growth Driven Design | HubSpot
- Technical SEO | SEMrush
- Content Marketing and SEO Fundamentals | SEMrush
- Product Analytics (PAC) | Product School

TECHNICAL SKILLSETS

MS Office Suite | Google Analytics | Facebook Ads | Adobe Creative Cloud | WordPress | HTML | CSS | Canva | Outlook | Google Ads | Photoshop | Salesforce | Jira | Basecamp

COMMUNITY PARTICIPATION

Subscribing to the belief that organizations thrive in part by the collective efforts of their members contributing time and resources to the collective good, I have been involved in a variety of special interest and extracurricular initiatives including currently, serving as a fundraising coordinator for the National MS Society.

Formal References Will Be Provided Upon Request