

KRISTIN HUNTLEY

CREATIVE COMMUNICATOR • DIGITAL STRATEGIST • WRITER & DESIGNER

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PROFESSIONAL SUMMARY

Skilled and effective creative professional with more than 10 years of proven success increasing brand recognition and revenues in competitive markets for industry leaders through web, print and multimedia campaigns. Exceptional collaborative and interpersonal skills, with the ability to identify client needs and deliver, winning over both internal and external clients. Innovative marketer accustomed to performing in deadline- driven, fast paced environments while exceeding client expectations.

HIGHLIGHTS

- Proven ability to engage customers virtually, continually seeking creative means to attract new clients and delight existing ones, achieving rank within the top 20 automotive digital marketing blogs.
- Skilled researcher with experience engaging and managing resources to develop target markets and buyer personas, maximizing revenues in competitive markets.
- Successfully delivered bottom line growth in B2C and B2B markets through multiple mediums, gaining recognition as a trusted resource, forming solid partnerships, and achieving project goals on deadline.
- Demonstrated thought leader for best practices, knowledge and understanding of trending technology and marketing innovation.
- Published writer for national magazines and industry-leading blogs.

PROFESSIONAL RECOGNITION

- Built and led content team and corporate blog consistently ranking in the top 20 automotive digital marketing technology blogs averaging more than 250 unique visitors per day and 10,000 hits per month within the first year.
- Ghost-writer for two cover articles and designed editorial layout for national magazines featuring my company's leadership and services.
- Featured speaker for inaugural *Women in Automotive Conference*, August 2015.
- Guest author for *Automotive Dealer Magazine* December 2015.
- Represented CBIZ National Recruiting team as an ambassador and guest speaker at targeted recruiting events, including events for the University of Kansas and the University of Illinois at Urbana-Champaign, delivering interactive sessions on tips for effectively leveraging social media in the job search for new graduates.
- Developed web and print entries for the winner of the US Small Business Administration's 2011 Missouri Small Business Person of the Year.
- Branded web and print entry for one of the 2010 Kansas City Chamber of Commerce Top 10 Small Businesses. Cover Photographer, *Flourish Magazine*, and December 2010 and January 2011 issues.

PROFESSIONAL EXPERIENCE

AUTOALERT, LLC (ACQUIRED MOTOFUZE DEC. 2015), KANSAS CITY, MO

<i>Creative Director</i>	2015-2016
<i>Director of Content and Marketing [MotoFuze]</i>	2015
<i>Senior Brand Impact Manager [MotoFuze]</i>	2015

- Designed strategies, collateral and branding to help clients develop and execute effective marketing campaigns delivering bottom line results.
- Promoted quickly to Director of Content and Marketing to build and manage a team of cross-functional creative professionals.
- Responsible for production and on time delivery of creative assets for all marketing needs including but not limited to: traditional ad campaigns, websites, social media, mobile marketing, email campaigns, banner ads, direct mail, landing pages, sales tools, client presentations, published articles for thought leaders and internal communication.

- Worked closely with CEO to successfully build a brand and message that connected with the stories of our customers in meaningful ways, delivering creative experiences to ignite and inspire adoption of intelligent marketing technology.
- Chief storyteller, hands-on creator, and director of all paid and earned media, delivering powerful branded messages, and visually compelling collateral.
- Promoted to Creative Director during acquisition, and led combined creative teams, remote and in-house, through re-branding initiatives from corporate identity to updates to UX/UI of our combined technologies.
- Streamlined creative processes and workflows across combined creative, marketing and developer functions.
- Designed and formatted current (new) website, utilizing skills in WordPress and Adobe Create Suite to generate and edit materials.
- Successfully managed and executed corporate trade show appearances with budgets exceeding 250K per show.

ANALYZEDIRECT, INC., OVERLAND PARK, KS

Strategic Communications Manager

2013-2104

- Chosen to manage the development of overall strategy and support execution of an exclusively inbound marketing strategy, working closely with the CEO to provide social media and inbound education.
- Consulted with outside agencies for corporate website re-design, taking advantage of strong technical understanding to conduct Google search optimization and analytics on social media profiles and for the existing website, as well as demographic/Persona research for content development and strategic execution for increasing client engagement.
- Successfully designed and launched a corporate blog and social media content calendar based on business objectives and customer needs.
- Launched corporate social media profiles and profiles for the CEO and key staff members, a corporate blog and social media content calendar based on business objectives and customer needs.

CBIZ CORPORATE MARKETING, Leawood, KS

Senior National Marketing Specialist

2012-2013

Human Capital Services

2011-2012

- Promoted to develop and execute multiple inbound marketing strategies globally, including corporate blogging, social media profile strategy, execution & management, podcast creation, social media education for C-suite executives.
- Acted as strategy innovator, successfully motivating partners, shareholders, and producers to develop a strong social media presence by offering those concrete, measurable objectives, as well as support in execution and analytics to demonstrate ROI.
- Managed the total redesign of corporate website with the IT/Marketing advisory team, providing comprehensive analytics reporting, user experience, and user interface consulting and demonstrating marketing success.
- Led corporate IT and Marketing teams to join forces, designing and executing a plan for Google Analytics best practices company-wide.
- Rebranded all division and key leader social media profiles across Twitter, Facebook, LinkedIn, Google+ and Google Place pages, creating a cohesive message across platforms and between executive pages.
- Designed blogs, utilizing SEO and social media engagement strategies to drive web activity increasing revenue by 40%.
- Coached business leaders to improve communication and content creation skills resulting in regular blog traffic.

KH CREATIVE, KANSAS CITY, MO

Principal Consultant

2000- 2014

- Developed and communicated brand stories for small to mid-sized businesses in various B2B and B2C industries, delivering comprehensive marketing and brand management as well as project-based consulting and design services.

- Utilized comprehensive inbound marketing strategies, including competitive analysis, website analytics, social media, blogging, podcasting, and video creation for lead generation, while providing training and leadership to improve conversions to grow bottom line.
- Served as a resource for clients participating in the HEMP project (Helzberg Entrepreneurial Mentoring Program) and other Kauffman Foundation initiatives within the community, assisting in the branding of the program and outreach opportunities.
- Created a podcast increasing the visibility of local radio show, leading to paid advertising support, new listeners and higher ratings.
- Consultant to more than 20 small businesses, delivering expertise in creative copy, design, branding, social media strategy and implementation, in addition to portrait photography.

CORE COMPETENCIES

Operating Systems	Windows and Mac
Design	Adobe Creative Suite
Web Design	WordPress, HTML, CSS, Dreamweaver
Presentations	PowerPoint, Keynote, Prezi, Animoto, Canva, Shkr
DSLR Photography	Editorial and Cover
Podcasting	iTunes Connect, Libsyn, RSS
Social Media	Hubspot, Marketo, Hootsuite, SocialBro, Social Sprout, BuzzSumo, Buffer, Feedly
CRM	Salesforce, Act-On
Email Marketing	Exact Target, Constant Contact, Mail Chimp, Act-On
Web Analytics	Google Analytics, Moz Pro
Project Management	SmartSheet, Basecamp, Asana, Trello
Digital Advertising	Google Adwords, Twitter, Facebook, LinkedIn, etc.

EDUCATION

MISSOURI STATE UNIVERSITY, SPRINGFIELD, MO

Bachelor of Science - Communications Management, English Minor

AWARDS & HONORS

- Community Service & Academic Excellence Scholarship
- Instrumental and Vocal Music Scholarship
- Missouri State University Bruin Pride Band Member
- Campus Ministry Group & Community Service

INTERESTS

- Kansas City Arts & Music Scene
- Devoted, lifelong fan of the World Champion Kansas City Royals
- Avid Reader - Business, Personal Growth, Literature
- Yoga - Vinyasa, Restorative, Hot
- Photography - Digital and Film
- My family (including my dog Buddy)
- Coffee...always in search of the perfect cup.

REFERENCES & WORK SAMPLES

Available upon request.

Recommendations viewable on my LinkedIn profile <http://www.linkedin.com/in/kristinhuntley>