

# Colleen Kyhl

## About

I am detail oriented and adapt quickly to changing requirements while maintaining product quality. I am proactive when working on an individual project and I am collaborative when working with a team. I am creative, efficient and determined.

## Experience

### Marketing Manager

3/13 - Present

Crafton Tull & Associates - Oklahoma City, OK  
Full Service Architecture, Engineering & Survey Firm

- Participates in the development of corporate marketing activities and plans, plus executes marketing strategies.
- *Marketing Communications* - develop and execute marketing campaigns and associated materials including: e-marketing, newsletters, blog, brochures, advertisements, tradeshow, direct mail, social media, etc.
- *Brand Management* - develop and provide quality control of the corporate image, sales message and brand reputation.
- *Business Development/CRM* - manage project leads, networking opportunities and contact lists
- *Additional Tasks* - Proposal & Presentation Development as needed, corporate representation, graphic design, event planning and marketing research

### Marketing Coordinator

5/11 - 3/13

Crafton Tull & Associates - Oklahoma City, OK

- *Proposal & Presentation Development* - including writing, layout, printing, delivery and content development through coordination with Project Managers.
- *Marketing Communications* - executes marketing campaigns for the Oklahoma City Office. Includes execution and design of direct mail, brochures, give-aways and social media.
- *Event Planning* - plan, execute and act as company representative for events including: Client Appreciation, 50 Year Celebration, Tradeshow & Conferences, Seminars, Ribbon Cuttings & Open House events
- Awarded Employee of the Quarter January 2012

### Graphic Design Intern

6/10-7/10

Fort Worth Museum of Science & History - Fort Worth, TX

- Created in-house flyers, ads, brochures, direct mail and various other creative projects in support of museum events and exhibits.

### Marketing/PR Intern

2/10 - 5/10

Fred Jones Jr. Museum of Art - Norman, OK

- Activities included researching & maintaining media contacts, graphic design work and planning museum promotional events

### Training Administration & Support Coordinator

5/08-7/08 & 5/09-7/09

Raytheon Professional Services LLC - Lockheed Martin Aeronautics - Fort Worth, TX

- Provided training event logistics. Activities included event coordination, customer service and records management.

## Education

Bachelor of Business Administration in Marketing  
University of Oklahoma, 2011

## Abilities & Involvement

Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft Office, Prezi, Facebook, Twitter, LinkedIn, Pinterest, Blogging Platforms

Member of American Marketing Association

Half-Marathon Runner, Photographer, Artist, Traveler, Hiker

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