***Kristin Everson***

* **Personal Bio**
  + A passionate and experienced manager with working knowledge in:
    - Marketing
    - Account Management
    - Business Development
* **Education**
  + University of Utah, Salt Lake City, UT
    - B.S., Psychology; influence in business administration
    - Class of 2007
* **Professional Experience**
  + Director of Marketing, 2014-2020
    - Utopian Luxury Vacation Homes, Park City, UT
      * Responsible for overseeing and maintaining all online content and product across all destinations
      * Conceived, developed, and launched numerous promotional campaigns
      * Developed and refined branding elements and guidelines
      * Analyzed performance of all marketing programs and campaigns
      * Designed and implemented email marketing campaigns
      * Developed and designed creative materials for print and online ads
  + Market Manager, 2012-2014
    - VacationRoost, Salt Lake City, UT
      * Developed and grew 10 market destinations that produced $5 million+ in revenue at varying growth rates
      * Consulted with suppliers to improve cooperative marketing outcomes
      * Responsible for over $100k in cooperative marketing management
      * Provided expert advisory services and account management to suppliers
      * Assisted Marketing Department in implementing weekly and monthly emails and campaigns through cooperative marketing and market trends
      * Organized and analyzed large data sets independently
      * Conducted and presented research on customer data platforms and B2B strategy
  + Floor Staff/Film Projectionist, 2005-2011
    - Salt Lake Film Society, Salt Lake City, UT
      * Popcorn slinger
      * Projectionist responsible for all films during shifts
* **Technical Skills**
  + General Skills
    - MS Office
    - Google Drive
    - Adobe Creative Cloud Suite
      * Photoshop
      * InDesign
      * Acrobat
      * Lightroom
  + Social Media Management & Digital Marketing
    - Content Management Systems
    - Blogging
    - Digital Photography
    - Digital Media
    - Networking
    - Social Media Platforms (Twitter, Facebook, Instagram, Linkedin)
    - Web Analytics
    - Automated Marketing Software
  + Technical Writing
  + Client Relations
  + Contracting
  + Email
* **Core Competencies**
  + Business Development
    - Cooperative Marketing Sales & Implementation
    - Contract Management
    - Relationship Development
  + Marketing Development & Strategy
    - Email Marketing & Analytics
    - Web Content Creation
* **Certificates & Awards**
  + None as of March 2021
* **Portfolio of Projects**
  + N/A
* **References and Testimonials**
  + Brittany Jonaitis
    - (801) 123-4567
    - *“Kristin has exceptional customer service skills and is a great team player.”*
  + Laurel Franciose
    - (801) 123-5678
    - *“I worked with Kris for over 8 years and would work with her again in a heartbeat.”*
  + Lindy Callahan
    - (801) 123-6789
    - *“Kristin was a great manager and always led the team with integrity and grit.”*