

Contact

kbstockley@gmail.com

www.linkedin.com/in/kristin-stockley (LinkedIn)

Top Skills

HTML

Cascading Style Sheets (CSS)

JavaScript

Honors-Awards

Best Specialty Marketing and Sales Representative

Best Large Format Printer Sales Representative

2021 Corpus Christi Under 40 Award Winner

Development Award

Best Print Sales Representative

Kristin Stockley

Dedicated to Development | Committed to Coding | June 12
Corpus Christi, Texas, United States

Experience

FASTSIGNS of Corpus Christi

Promotional Products Manager

June 2019 - February 2023 (3 years 9 months)

Corpus Christi, Texas Area

Visit Corpus Christi

Convention Services Manager

April 2018 - February 2019 (11 months)

- Ensured customer satisfaction from initial turnover from sales through post event phase

- Conducted city site visits with clients to tour hotels, meeting space, attractions, and events

- Liaise between the client and city partners for scheduling and getting quotes for off-site events

- Oversaw assigned conventions for sales and conflict resolution

- Managed convention and sales inventory including budget forecasting and product orders

Sageplan Technology Services

Business Development Manager

March 2017 - June 2017 (4 months)

Austin, Texas

- Increased office efficiency by introducing CRM and project management programs

- Assisted in the development and implementation of Sageplan's marketing strategy

- Created and deployed marketing content across company websites, social media, and advertising outlets

jcpenny

Marketing Specialist - Women's Apparel

July 2014 - July 2015 (1 year 1 month)

Plano, Texas

- Supported team in weekly print advertising for the division that produced the highest retail volume
- Executed multiple projects, from strategy to implementation, for 10 brands simultaneously
- Served as the primary marketing contact for cross-functional teams including creative, photography production, styling, editorial copy, and sample teams to solve any issue at hand
- Assisted with developing marketing plans based on competitor marketing, sales history, consumer purchasing patterns, and trend forecasting

Sally Beauty Company

Assistant Brand Manager

November 2013 - July 2014 (9 months)

Denton, Texas

- Initiated and developed new exclusive label products from concept to completion through trend forecasting, formula selection, product testing, packaging design, and marketing
- Responsible for all aspects of new item launches including the facilitation of store promotions, POP materials and displays, employee incentives, and management of gift-with-purchase programs
- Analyzed market competition regularly by evaluating competitor samples, pricing, and product mix

Education

General Assembly

Computer Software Engineering · (March 2023 - June 2023)

University of North Texas

Bachelor of Science - BS, Merchandising · (August 2009 - December 2012)