

## Contact

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## Top Skills

Promotional Products  
Business Development  
Marketing

## 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

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## Education

### General Assembly

Computer Software Engineering · (March 2023 - June 2023)

### University of North Texas

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