

KRISTA A. WINSTON

kris.winston@gmail.com | 201-926-9835 | Chicago, IL | www.kristawinston.com/ | www.linkedin.com/in/kawinston

PROFILE

A versatile marketing leader with 15+ years of experience in traditional and digital media crafting solutions for clients in industries such as consumer package goods, lifestyle, education and health care. With expertise in content creation, strategy development, and project management, I have leveraged my core competencies to drive cross-functional teams, initiatives and messaging to deliver consistent brand performance in highly competitive environments. My passion is to curate fresh and innovative messaging that fuels synergistic engagement between brands and their audiences.

CORE COMPETENCIES

- Content Marketing
 - Digital Marketing
 - Project Management
 - Editorial Planning
 - Content Strategy
 - Content Creation
 - Strategic Planning
 - Team Leadership / Building
 - Communications / PR
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PROFESSIONAL EXPERIENCE

INTERRACT CONSULTING | Chicago, IL

2015 – present

Director of Marketing & Programs – inTerractions

- Partnered with CEO of leadership and business consulting firm specializing in executive coaching, speaking and organizational development, with clients including Google, Abbott, Cboe, BP, PWC, MillerCoors and PepsiCo. Managed key programming and led marketing function, including digital strategy and public relations.
- Designed and managed advertising campaigns and promotions via Facebook Analytics and Ad Manager, optimizing ads with A/B testing to drive attendance for live events. Delivered 95+ attendees to promotional webinar, resulting in 10% increase in unique email addresses collected from previous webinar.
- Served as program manager for firms semi-annual, three-day women's onsite program, Soul of Success retreat, partnering with Chief of Staff to ensure the successful execution of seminar and hospitality components. Increased awareness with Facebook campaign, resulting in 12 attendees participating.
- Outlined a 3-year strategic plan to increase CEO visibility in the marketplace. Analyzed total web presence of CEO and developed corresponding marketing plan that utilized off-page SEO factors and authority building. Acquired 1st page ranking on Google, Yahoo and Bing, increased speaking engagements by 15% year to date, and grew social media followers on Twitter and Facebook by 50% in first year.
- Supported planning and execution of an annual conference that attracts over 7,000 students and professionals from across the nation. Prepared speakers, developed documentation, and directed onsite execution for 15 learning sessions and 70+ speakers.
- Project manager and Marketing Lead for a one-day entrepreneur conference, The SoloCEO Summit. Developed workplan and managed integration of resources and workstreams. As marketing lead, drafted the sponsorship guide, developed the content marketing documentation, and crafted social media messaging.
- Established podcast guest interview initiative to increase CEO visibility and grow email list. Developed pitch collateral, including graphic design and copy, that resulted in 15 recorded interviews. Crafted lead magnet and created landing pages using Leadpages to capture email addresses.

KRISTA WINSTON CONSULTING | Chicago, IL

2015 – 2017

Marketing Consultant

- Executed influencer email campaign for Surge Institute's 2016 development drive. Distributed customized social content, outreach messages and reminders to mobilize 5 influencer lists, including Board Members,

Staff, and Fellow Cohorts. Sent over 35 emails for #surgeformore fundraising campaign, resulting in over \$25,000 raised and an increase in participation by 34%, with 54% of funds from new donors.

- Acted as Project Manager for the Surge Institute quarterly email newsletter team, using eTapestry to reach 300+ fellows, alumni, donors, and supporters, monitored editorial calendar, curated content, and facilitated contributions from 15 staff members and fellows.
- Developed social media strategy and content for Janzee Inc.'s Rosellica and Gingerly brands, producing catalog of 50+ Facebook posts and 16 Facebook ads. Examined SEM tools, Google Analytics, AdWords and Keyword Planner to compile insights and present recommendations to optimize advertising spend.
- Delivered marketing communications and collateral for 10 businesses and non-profits. Created, managed design of, and/or distributed 75+ items including press releases, video scripts, Facebook ads, social media posts, circulars, external communications, presentations, and email campaigns utilizing tools such as Adobe Creative Suite, Mailchimp, Hootsuite, PowerPoint and Keynote.

BAUER MEDIA GROUP | Englewood Cliffs, NJ

2008 – 2015

Director of Food Editorial – FIRST for Women Magazine and Closer Magazine

- Oversaw editorial calendar, conceptualized and guided development of content, and managed \$350,000 budget for food sections of magazines including tri-weekly publication with 3.7 million readers and weekly article in newly launched celebrity publication.
- Revamped department operational protocols, procedures and guidelines to increase employee productivity and shrink expenditures. Reduced new photography by 75% per issue for a budget savings of 60%, and mediated collaborations with 25+ bloggers, cookbook authors and chefs each year to boost re-purposed content by 20%.
- Supervised 3 direct, 10 indirect employees and cultivated team of freelancers in the production of food content for 24-page pullout cookbook section published 19 times/year.
- Directed global virtual team of stylists and photographers to deliver 25+ recipe images at weekly photo shoot productions.

UNILEVER | Englewood Cliffs, NJ

2000 – 2008

Sr. Associate Consumer Marketing – R&D Consumer Test Kitchen

- Managed marketing and R&D test kitchen responsibilities for \$100+ million brands including Hellmann's, Skippy Peanut Butter, Wish-Bone, Lipton Tea, Lawry's and Ragu. Developed creative copy, recipes, and preparation directions for 6 brand websites, 50+ product packages, and various marketing requests.
- Spearheaded coordination of in-house recipe photography initiatives across 17 brands, working with cross-functional teams to deliver over 200 images annually saving over \$1 million per year.
- Facilitated and executed 4-8 culinary special events per month including demonstrations, recipe showings and innovation luncheons for brand teams, senior executives and key retail customers including Target and Walmart.
- Awarded 3 Unilever Values In Action Awards for exceptional job performance and 1 of 5 employees selected to attend Jimmy Carter's Annual Habitat for Humanity Build (2004) by senior management.

EDUCATION

Digital Marketing Strategy Certificate, DePaul University, Chicago, IL, 2018

Content Marketing Training Curriculum Certificate, Content Marketing Institute, New York, NY, 2018

MPH, Community Public Health, New York University, New York, NY

BS, Marketing, Johnson & Wales University, Providence, RI

AS, Culinary Arts, Johnson & Wales University, Providence, RI