

KRISTIN SIMPSON

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SENIOR MARKETING MANAGER

Senior marketing professional recognized for building a record of success in directing and developing resort and real estate marketing campaigns, strategies, and solutions. Proven history of strategic positioning, creative conceptualization and motivational leadership combined with a natural ability to build and maintain strong client relationships.

Areas of Expertise

- Revenue and Profitability Growth
- Successful Product Launches
- Marketing, Branding, PR
- Online Marketing, Social Media & SEO
- Market Research & Data Analysis
- Team Leadership & Building
- Key Account Management
- Strategic Planning

Technical Skills

- Microsoft Dynamics CRM
- Microsoft Project
- Microsoft Office Suite
- Act!
- Goldmine Sales & Marketing
- Corporate CMT

PROFESSIONAL EXPERIENCE

Fortune 500 Development Company | Breckenridge, CO Jan., '06 – present
Director / Senior Marketing Project Manager

- Maximize profits and increase market share.
- Develop and implement marketing strategy for resort real estate developments.
- Create and drive sales strategy to include sales and pricing strategies.
- Spearheaded Summit County marketing division in Breckenridge and Keystone.
- Optimize opportunities with corporate partnerships.
- Introduced web/ecommerce strategy.

Selected Accomplishments

- Successfully drove annual sales & marketing budgets of \$4million.
- Directed marketing and sales campaigns with estimated **gross revenue of \$170 MM.**
- Created marketing strategy to secure **\$54M and \$76M for 2 real estate launches.**
- Maintained **94% closing rate** for luxury development during challenging economy.

Sales, Marketing & Business Development | Breckenridge, CO April, '02 – Dec., '06
Independent Consultant

Selected Projects

Keystone Resort

- Directed strategy and implementation of national seasonal brochures.
- Designed e-marketing strategy and public relations campaign.

Software and hard goods businesses

Developed traditional B2B marketing strategies.

Stone import company

Created marketing and media plan for business growth.

Interior design company

Implemented direct mail and follow-up media campaign.

Continued

Mountain Creative Studio | Breckenridge, CO

Dec., '03 – July '05

Senior Account Executive

- Project Manager for ad campaigns, public relations, branding, media, photo shoots.
- Managed \$500,000 in account revenue for Mountain Creative Studio.
- Directed marketing and advertising campaigns for the following clients:
 - Mountain Resort Development
 - Town of Breckenridge
 - Prudential Real Estate
 - Bogner Golf Apparel

Independent Marketing Consultant

April, '02 – Dec., '03

Keystone Resort | Keystone, CO

Feb., '00 – Jan., '02

Senior Marketing Manager

- Implemented, analyzed global direct marketing and continuity email campaigns.
- Increased email database by 300%.
- Strategized and managed national B2C web media campaigns.
- **Managed website design, functionality, content and user interface resulting in a 93% increase in web bookings.**
- **Developed new fiscal year budget and managed marketing budgets of \$3,500,000.**
- Managed all in-resort seasonal brochures, maps and in-room marketing video.
- Communications Steering Team leader.

TENFILCO International | Denver, CO

June, '99 – Aug., '99

Marketing Channels Coordinator (Intern)

Contracted new central & eastern European accounts with large television companies.

University of Denver | Denver, CO

Jan., '97 – Dec., '99

CO-CONCO TV, Durango | Durango, CO

June, '95 – Dec., '96

Marketing Coordinator

- Maintained communications and sales with international clients for direct response marketing resulting in 30% increased market penetration in Asia.
- Worked with VP of marketing to implement international marketing strategies.

EDUCATION

Daniels College of Business, UNIVERSITY OF DENVER | Denver, CO
B.Sc. Business Administration | Marketing Major

Jan., '97 – Dec., '99

Direct Marketing Association | San Francisco
E-marketing

July 2000 & May 2001

Urban Land Institute | Los Angeles
Real Estate Development Sales & Marketing

May 2007 & Feb 2008