

SUMMARY

Exceptional productivity-focused manager with a long history of exceeding expectations and beating deadlines while multi-tasking project management who has negotiated hundreds of contracts and cultivated relationships with contractors and vendors that save companies thousands per year, and who was inducted into the prestigious Marquis Who's Who 2023, seeks new role.

RECENT WORK EXPERIENCE**Marketing Manager****ikan-ikon Marketing [4/1999–Present] (Remote)**

(20% each) Marketing Plans // SEO Website Design and Website Management

(10% each) Graphic Design // Pay-Per-Click Advertising // Research // Analytics

(5% each) Purchasing & Print Brokering // Social Media // Logo Design // ISO/9001 Quality Management & Efficiency

Perfected Google Ads ROI by utilizing negative and positive keywords with customized hyper targeting ads –

- Cost-Per-Click (CPC) Reduced by \$15 per click.
- Saved \$13,178.80/mo and reclaimed \$400 per month through negative keywords.
- Gained 10 more Internet jobs per month, which is upwards of \$175,000 higher revenue per month.

Improved Social Media presence: • +5,700 Impressions • +3,278 Page Views • +3,217 Reach per week.

Since 2009, every SEO website client has gained and retained top organic Google rankings since going live online, plus –

SEO -

- 363% Q1 traffic increase
- 0% abandonment rates
- Sales: +6,677%

Online Stores -

- 3,100% increased e-store sessions
- 5,500% increased site visitors
- Sales +98% with +227% store sales

Corporate Websites -

- Conversion Rate: +300%
- Traffic: +385%
- Lowered bounce rate by 53%

Partnerships: (Hybrid) [2017] Cobra [2016] Servpro® (On-Site) [2011-2012] Krasun [2009] Sabby [2010] Shea

Agencies: [2002-2004, 2011-2012] AZ Communications, [1999-2000] College Internship.

Notable Clients: Three Rivers Community College, City of Sierra Vista Arizona, Town of Groton Connecticut, Middlesex Hospital, United Way of the Virginia Peninsula, Next Door Solutions to Domestic Violence Silicone Valley, U.S. politicians, The Sports Doctor, Dr. Tamburri of Prostate Second Opinions. View: ikan-ikon.com/clientlist.

Aery Aviation [6/2021–10/2022] (Remote)

(20%) Marketing Plans, Budgeting & Accounting, ISO/9001 Quality Management & Efficiency

(10% each) Trade Show Marketing and Advertising // Email Marketing // Social Media // Website Management
Purchasing & Print Brokering // Event Planning

(5% each) SEO // Graphic Design // Branding // Research & Analytics

Managed \$250K Marketing Budget with Annual Revenue over \$150M. // In charge of coordinating Quarterly Town Halls connecting VA, CA, GA, OH, NC, FL via Teams with Powerpoint presentations. // Launched new website and logo (outsourced contract). // Managed website. Created funnels and online brand guide. // Negotiated contract savings of \$1,000/mo with Engage121. // Responsible for all company printing. // Attracted 150 new employees with LinkedIn and direct mail. // Executed a successful groundbreaking event with Governor Northam and the City of Newport News, VA in attendance. See news footage and accolades at: kristenpflibsen.com/resume.

Social Media Marketing - Awareness campaigns credited for contact by international customers and a demo partner –

- High Engagement: 517/single post • Impressions: Up 14,957 • Referrals: Up 86 • Engagements: Up 50/post av. (2022 vs. 2023)

Email Marketing - Planned, designed, researched, interviewed, wrote, coded, formatted, integrated with website, funneled, tested, analyzed, and reported an Annual Email Marketing campaign sent to 2,500 cold lead commercial emails. Campaign yielded 5-15 leads each month. (Company's previous campaign was banned from Constant Contact for excessive abuse reports even though this new campaign was emailed to contacts provided by the same cold leads mailing list source.)

Aery vs. MailChimp Averages –

- Open Rate: 44.81% vs. 37.60% • Click Rate: 16.02% vs. 14.80% • Unsubscribe Rate: .009% vs. 1.10% • Abuse Reports: 0

PREVIOUS EXPERIENCE

Print Shop Manager/Graphic Designer at Earnhardt Auto Centers [1/2006–8/2008]

Saved +\$20,000/yr in cooperative advertising. // Managed in-house print shop. // Interim manager of newspaper advertising. // Wrote “Drivin’ Arizona Roads” radio and TV jingle on air 5+ years. **Published press kit articles:** (Automotive) Hot Rodding Magazine, Truckin Magazine, Diesel Power Magazine that gained national media exposure for the Megalow at 2008 SEMA Las Vegas. **Accolades:** 1) Arizona Republic Early for Every Deadline Award. 2) Owner Appreciation - First time in Earnhardt’s history (since 1951) reclaiming co-op funds from every manufacturer.

Marketing Communications Coordinator at UA/SAIT [8/2003–1/2005]

Marketing and advertising for 1,300 international distributors. // Improved distributor training registration process and Extranet. // Managed trade show marketing, advertising, and training arrangements. // Saved the company \$20,000 with cooperative advertising.

Marketing Communications Coordinator at USA Managed Care Organization [8/2000–8/2001]

Created archival system and process, marketing plan and budget. **Published articles:** (Medical) American Journal of Managed Care, 2001 Profiles in Excellence. Boys & Girls Clubs of Austin requested national newsletter article for their marketing use. **Accolades** from owner.

EDUCATION

Degrees:

[8/2002] **ACHIEVED A BACHELOR OF ARTS IN MULTIMEDIA VISUAL COMMUNICATIONS** graduating Salutatorian with High Honors and a 3.86/4.0 college cumulative GPA from Collins College, Tempe, AZ. **MINORED IN BUSINESS AND MARKETING** earning 38 credits toward dual degree program at Three Rivers Community College in Norwich, CT while consistently on the Dean’s List. Also achieved a **FINE ARTS DEGREE** from Norwich Free Academy.

Highlighted Career Certificates:

Harvard Business School Online – [2022] CORe Program Overview, [2023] Business Strategy (Starts 9/6/2023)

Tony Robbins – [2023] Become Unshakeable Challenge

Harvard Business Review – [2022] Branding in the Digital Age

Google Academy - [2008] Analytics, Ads, and Tag Manager

Efficiency - [2022] AS9100D/ISO 9001:2015 [2003] Quality Management System/ISO 9000:2003

[2005] Event Planner

Design - [2003] Flash MX1&2 [2008] HTML, CSS, PHP, Creative Suite 3 [2022] Ruby On Rails

U.S. Navy - [2011] Protecting Privacy Information - Information Security, Recreational Programming

U.S.P.S. - Every Day Direct Mail Design

Conferences (By Invitation) - 2017 Google Summit, 2017 U.S.P.S. National Postal Consumer Council (PCC) Day

Additional Awards and Honors:

[2023] Level 7 Google Guide

[2003] Received Quality Management System award from BMW North America for top regional ratings every quarter

[1998] Handed acting Presidency by the Incumbent, then elected President of the Student Government at Three Rivers

JOB SKILLS

Programs

[Expert] Adobe CS 6 (active membership), Microsoft Office, HTML CSS, Java Script, PHP, Custom Content Management Systems and online dashboards, FTP, and Webspace.

[Highly Proficient] Marrying and debugging code, Teams, Skype, Facebook and YouTube Live, Engage 121, Google.

[Proficient] Mailchimp, Constant Contact, HubSpot, Salesforce, SEM Rush, Monday, Microsoft 365.

Indeed.com Test Results

[Expert] [Management & Leadership: Planning & Execution](#)

[Expert] [Social Media](#)

[Highly Proficient] [Marketing](#)

[Proficient] [SEO](#)

Follow links to Indeed test results from: [kristenpflibsen.com/resume](https://www.indeed.com/resume/kristenpflibsen.com/resume).

REFERENCES

Read dozens of letters of recommendation: [kristenpflibsen.com/references](https://www.indeed.com/resume/kristenpflibsen.com/references).

[U.S. Citizen authorized to work for any employer.]

