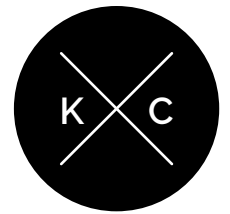


# KRISTEN COSTELLO

Marketing Expert. Typography lover. Event enthusiast. CRM crusher. **Highly recommended.**



## CONTACT

4113 W Lawrence Ave #3  
Chicago, IL 60630

t: [8477915216](tel:8477915216) | e: [themisscostello@gmail.com](mailto:themisscostello@gmail.com)

## PORTFOLIO

[themisscostello.com](http://themisscostello.com)

[linkedin.com/in/themisscostello](https://www.linkedin.com/in/themisscostello)

Is your team looking to grow your marketing strategy? Say no more! I specialize in helping brands communicate better using **elevated brand and design strategies** | **streamlined automated marketing** | **enhanced multichannel marketing**

I have worked for various industries, from apparel to education to security technology. While directing marketing teams, I have created and overseen global, multi-level marketing campaigns. **My strengths?** Using analytics and goal tracking to develop creative marketing strategies. Think we're a fit? I'd love to connect - contact me today!

## EXPERIENCE

### Spartan College Education Group

2019 - Present

#### DIGITAL MARKETING MANAGER

Leading digital marketing for all organic channels including content, social media, event, and email marketing strategies  
Helped re-establish brand values, voice, and look.  
Set up content strategies, customer personas, best practice, & customer journeys  
Set up HubSpot and the integration with the admissions system for the marketing department

### ISSA - Cleaning Association

2018 - 2019

#### DIGITAL MARKETING MANAGER

Led digital marketing strategy and best practice for the marketing department  
Developed, wrote, designed, and edited assets to accompany campaigns  
Established and built reports around campaign KPIs  
Handled social media, email, and paid advertising for trade shows

### Brussell (Authors)

Contract: 2018

#### MARKETING AND DESIGN CONSULTANT

Created website and developed web content  
Instituted multi-touch marketing funnels  
Developed social and email strategy (design & content)

### BCDVideo

2015 - 2018

#### MARKETING MANAGER

Identified, designed, and implemented global, multilevel marketing strategies - including segmentation, events, digital marketing, website development, & project management.  
Achieved financial objectives and allocated resources for projects by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions  
Collaborated with internal teams and external partners to implement new processes, execute marketing campaigns, and to continuously improve overall marketing operations

## REFERENCES

### Tom Manning

Vice President of Marketing  
T: 773.213.0933

### Elizabeth Cikowski

Director of HR  
T: 847.366.7909

### Bruce Bohrer

Author, Owner  
T: 847.347.2797

## EDUCATION

### Columbia College Chicago

Graphic Design  
2008 - 2011

## CERTIFICATIONS

### Digital Marketing

Issued 12/21 · Expires 01/23  
[Credential ID](#)

### HubSpot Marketing Software

Issued 12/21 · Expires 01/23  
[Credential ID](#)

## EXPERTISE

Marketing Strategy	
Digital Marketing	
Communication	
Art Direction/Design	
Email Automation	
Event Marketing	
Social Media	
Marketing Analytics	
CRM/Database	

Work experience truncated for space. Additional work samples, career highlights, and references available upon request.