

# KRISTINE EVANS VINER

*Marketing and Project Manager*

Accomplished and resourceful project and marketing professional with extensive experience in planning and coordinating marketing programs. Instrumental at managing internal and external resources to achieve project initiatives within budgetary constraints. Outstanding proficiency in driving organizations through complex and challenging situations towards profitability, development, and growth. Visionary leader with expertise in team management, sales and marketing, revenue generation, strategic business planning, project management, operations management, and new business development for increasing organizational revenue and profitability.



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## Areas of Expertise

Project Management  
Operations Management  
Budget Management  
Customer/Client Retention  
HR Support  
Payroll Management  
Social Media Marketing  
Print Media Marketing  
Time Management  
Indesign  
Photoshop

## Education

Master in Business Admin  
Saint Ambrose University,  
Davenport, IA

Bachelors in Business Admin  
Iowa State University,  
Ames, IA

## Certifications

Google Analytics Advanced  
Hubspot-Social Media  
Google Ads Search  
Google Ads Display  
Advanced Photoshop  
Advanced Indesign

## Career Experience

### Sports Direct Stores LLC, Meriden, CT | 2015 – 2020

**Marketing Manager | 2018 – 2020**

**Marketing Print/Co-op Project Manager | 2015 – 2020**

Cultivated and maintained productive relations with print vendors for all advertisements including newspaper inserts, direct mailers, billboards, and coupons while achieving cost efficiencies by reducing printing costs by 10% to attain set goals. Developed and managed PO's, print materials, and in-store signage with assurance of timely delivery aiming to realize desired results. Spearheaded design and marketing department encompassing photoshoots, e-mail content, and print wireframes for realizing organizational objectives.

- Ensured proper allocation and utilization of resources while managing annual marketing budgets of over \$3M, instituted cost saving of more than \$900,000, and managed monthly variances with focus on improving ROI.
- Developed and executed marketing calendars for two retail businesses, Bob's Stores and Eastern Mountain Sports with a budget of \$3M to achieve marketing goals.
- Spearheaded rollout off company wide programs including premium loyalty, refer a friend, and Flex Engage receipt coupon printing.
- Utilized effective techniques for crafting customer facing announcements, disclaimers, employee notifications, and press releases for events to increase engagement and improve productivity.

### Valley Sports Center, Canton, CT | 2013 – 2015

**General Manager | 2014 – 2015**

**Front Desk Manager | 2013 – 2014**

Managed and organized all day-to-day operations of twenty-eight thousand square sports facility comprising summer camps, speed and agility training franchise, sports programs, inventory control and maintenance to ensure delivery of quality service and uphold service standards. Accomplished human resource objectives by recruiting, selecting, orienting, coaching, terminating, and disciplining subordinates. Utilized ADP to process bi-monthly payroll by revising timesheets for calculating commissions and deductions.

- Administered and maintained company website, Twitter account, Facebook and Google+ pages for attaining and retaining maximum customers.
- Developed advertising graphics for local publications, Google ads, and newspapers aimed at brand recognition and brand recall.
- Increased revenue by over \$30,000 by establishing sports talent relationships with Seth Greenberg, Dave Hopla, and Rebecca Lobo.
- Devised and implemented various marketing promotional tools including banners, flyer's and brochures to relay positive and accurate information to more new customers.

### Healthtrax, Glastonbury, CT | 2009 – 2013

**Program Manager**

Directed various cross-functional departments including front desk, kid zone, silver sneakers, and all fee-based programs to obtain pre-defined objectives. Performed as Leader of large scale cross promotional member generating events including Fitness at the Fountain, Family Festival and Glastonbury Chamber Fitbiz, and Hartford Marathon Kick-off event.

- Successfully increased class participation of Kidzone by 40%, amplified Silver Sneaker membership by 80%, and doubled the over the cap participation in program.
- Played an integral role to develop a value-added wellness program instrumental in onboarding large corporate client.
- Headed up a training program and technical support for a company wide club ready software program for the training department

**Additional experience as a Regional Property Manager**