

KRISTINE EVANS VINER

Marketing and Project Manager



860-685-1196



kris-viner-8a815618



366 Hartford Ave
Wethersfield, CT



kviner02@gmail.com

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

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.

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 on-boarding 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