



# KRISTINE THOMPSON

748 78<sup>th</sup> Place • West Des Moines, IA 50266 • reeves.kristine@gmail.com • (515) 419-0233

## Marketing & Communications Experience

**Greater Des Moines Partnership**, Des Moines, IA

**November 2015 – Present**

*Director of Marketing*

- Lead organization's marketing, branding, ad buying, marketing research and campaigns; guide utilization of website and design by leading two full-time team members. Serve as creative director and lead copywriter.
- Support goal setting for team, including monthly reporting and ensuring ongoing tracking mechanisms.
- Serve as proofreader and copyeditor as the final signoff on communications and marketing materials.
- Launched a refreshed logo and brand for The Partnership and 40+ affiliated brands including creation of first-ever Brand Standards and Style Guide for the organization.
- Directed an 18-month research project leading to launch of DSM USA and Downtown DSM USA identifiers.
- Led merge of 13 websites into one and reskin of two websites, resulting in website domain authority increasing by 13%.
- Create marketing plans and execute all media buying for The Partnership and 40+ affiliated brands (examples of brands include Downtown Farmers' Market, Brenton Skating Plaza, DSM Book Festival and World Food & Music Festival).
- Launched various digital marketing strategies and tactics, new for the organization: Blogs, targeted digital marketing campaigns, email marketing campaigns, integrated social media ad campaigns.
- Implemented new processes and efficiencies: project routing, project intake process, 5PM Project Management System, editorial calendars, content mission statements for e-newsletters.
- Activated social media during the 2016 and 2020 Iowa Caucuses to cultivate national/international media conversations.
- Represent organization by providing small businesses with training on marketing and social media.
- Lead The Partnership's Marketing Committee made up of external Partnership Investors.

**Two Rivers Marketing**, Des Moines, IA

**May – November 2015**

*Account Executive*

- Managed team workload and project activity across functions; strategized and activated email and direct mail campaigns.
- Leveraged Salesforce CRM and Pardot for customized audience messaging using dynamic content and A/B testing.
- Served as art director during photography and video shoots in varied industrial and corporate settings.

**Greater Des Moines Convention & Visitors Bureau**, Des Moines, IA

**November 2011 – May 2015**

*Marketing & PR Manager (previous positions held: Marketing Development Manager, Marketing Specialist)*

- Developed and executed launch and promotion plans for campaigns, events and initiatives.
- Managed cooperative ad campaigns and media buy as liaison between ad agency and nearly 20 clients, increasing cooperative ad revenue 76% over tenure by developing new marketing initiatives.
- Cultivated promotional initiatives to secure \$1.2 million of in-kind media and \$200,000 in prize giveaways over tenure.
- Refined brand voice specific to target audiences as content creator across all channels (paid, owned and earned).
- Served as brand ambassador for organization in hosting production scout for Des Moines' presence on ABC's *The Bachelor* and at Broadway premiere event for *Bridges of Madison County The Musical*.
- Designed and activated social media strategy and reporting for seven Catch Des Moines social media channels.
- Managed video projects: Script development, locations, talent, voiceover recording sessions, production team oversight.
- Led event-planning efforts for six annual events averaging 150 attendees per event.

**Strategic Marketing Services**, Cedar Falls, IA

**May 2010 – May 2011**

*Research Associate*

- Collected primary market research; analyzed data using SPSS Statistical Software; interpreted and wrote results reports.

**Amperage (formerly ME & V Advertising Agency)**, Cedar Falls, IA

**September 2009 – August 2010**

*Associate*

- Assisted Account Executives; wrote white paper articles on fundraising tactics and reports for feasibility studies.

## Community Involvement & Professional Memberships

- **Des Moines Art Route** — Marketing Committee Member, *November 2014 – Present*
- **American Marketing Association (AMA)** — Member, *July 2014 – Present*
- **Young Professionals Connection (YPC)** — Marketing Committee Member, *January 2012 – November 2015*
- **Science Center of Iowa (SCI) Annual Event** — Committee Member, *February 2012 – August 2014*
- **Principal Charity Classic's Networking on the Green** — Event Committee Member, *March 2014 – November 2015*
- **Pi Sigma Epsilon (PSE)** — UNI Sales & Marketing Organization Member and Project Manager, *August 2008 – May 2011*

## Education

- **Bachelor of Arts Degree, University of Northern Iowa**, Cedar Falls, IA
- **Major:** Marketing **Emphasis:** Advertising (AACSB Accredited)
- **Certificate:** Marketing Research & Consulting

**May 2011**