

KRISTINA PERSALL

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PROFESSIONAL SUMMARY

Marketing and communications professional with experience leading multichannel campaigns, events, content, and community partnerships for multi-location, nonprofit, automotive, real estate, retail, and wellness organizations. Increased Facebook reach more than 10x in 60 days, cut flyer production time nearly 90%, and supported a record \$362,000 revenue month. Holds an MS in Marketing and an MBA, combining research, design, analytics, and hands-on project execution.

Core Skills & Tools:

Campaign Strategy - Content & Social Media - Email/SMS Marketing - Events & Partnerships - Research & Analytics - Graphic Design - Project Management - Canva - Meta Business Suite

EXPERIENCE

Marketing Strategy | Independent Portfolio Projects

Jun 2026 – Present

Remote

- Developed an integrated campaign for Prescott Meals on Wheels, including audience research, personas, SWOT analysis, campaign budgeting, KPIs, donor engagement, volunteer recruitment, public relations, and email strategy.
- Created capital-campaign, facility-expansion, positioning, messaging, website, social media, event, and community-engagement recommendations for nonprofit and wellness-focused portfolio projects.
- Built and launched a professional portfolio website and produced executive presentations, campaign materials, social content, and strategic recommendations.

Marketing & Events Manager | DripIV Therapy

Feb 2025 – Oct 2025

Jacksonville, North Carolina

- Managed marketing, communications, and events for a wellness and medspa brand serving multiple North Carolina markets, doubling the number of events coordinated within eight months and increasing community partnerships by 30%.
- Planned digital campaigns, community events, partnerships, and promotions; created social content, graphics, photography, email, SMS, and educational marketing materials.
- Coordinated event logistics, staff participation, inventory, schedules, and vendor communication while using audience feedback and competitor research to strengthen messaging.

Director of Communications | Carteret County Association of Realtors®

Nov 2023 – Sep 2024

Morehead City, North Carolina

- Grew average Facebook reach from about 43 to 457 people per post and average engagement from 2 to 67 interactions per post within 60 days, based on available post-level performance records.
- Conducted monthly housing-market research covering home sales, vacancy rates, median home values, and mortgage interest rates.
- Created newsletters, educational graphics, event promotions, membership communications, and digital content that made industry information easier for members and the public to use.

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Marketing Coordinator | Velocity Vehicle Group

Apr 2022 – Sep 2023

New Bern, North Carolina

- Increased the volume of high-quality product photography by 59%, improving the consistency and visual appeal of online listings and marketing materials.
- Cut flyer production time by nearly 90% and improved project delivery efficiency by 20%.
- Managed accurate product, inventory, and sales data for more than 10,000 items.
- Designed brochures, social media graphics, and website content that contributed to a 25% increase in online engagement.

Store Manager | Gallery Outlet

Aug 2020 – Feb 2022

Abilene, Texas

- Led the store to a record \$362,000 revenue month, the highest in its history, by implementing promotions, sales strategies, and merchandising across 26 vendors.
- Directed seasonal merchandising, ordering, production, and special services, increasing seasonal sales by 30%.
- Recruited, trained, scheduled, and coached employees while maintaining a 98% customer satisfaction rate and overseeing daily operations.

Digital Marketing Specialist | Gerald Jones Auto Group

Jul 2018 – Sep 2019

Augusta, Georgia

- Increased vehicle merchandising output by approximately 150% within three months by streamlining the workflow from vehicle acquisition through online publication across five dealerships.
- Helped launch and structure the company's in-house digital marketing department and earned a promotion to a leadership role within the first month.
- Coordinated vehicle photography, copywriting, website merchandising, digital campaigns, event advertising, signage, and branded collateral with executive, sales, service, inventory, and marketing teams.

VOLUNTEER LEADERSHIP

Director of Social Media & Events | Okinawa Stray Pet Rescue

Jul 2018 – Jul 2021

Okinawa, Japan

- Developed targeted social media campaigns that increased website reach by 50% and expanded community awareness and support.
- Facilitated more than 100 meetings between rescue animals and prospective adopters, helping families and animals find successful matches.
- Managed foster coordination and placement processes, contributing to a 90% placement success rate, and promoted adoption events and community outreach programs.

EDUCATION

Master of Science in Marketing / Western Governors University

Jun 2026

Master of Business Administration / Western Governors University

Apr 2022

Bachelor of Arts in Communications / Southern New Hampshire University

Apr 2020

Public Relations Concentration
