

# KRISTINA PERSALL

MARKETING | COMMUNICATIONS | ENGAGEMENT | TRAINING

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## PROFESSIONAL SUMMARY

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Marketing, communications, and engagement professional with 7+ years of experience building campaigns, content, training, and community initiatives that improve reach, efficiency, and customer experience. **Combines strategy, research, writing, digital execution, coaching, and project leadership** across nonprofit, wellness, real estate, automotive, and retail organizations. MS in Marketing, MBA, and BA in Communications.

## CAREER HIGHLIGHTS

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**10X+ SOCIAL REACH** | Grew average Facebook reach from 43 to 457 per post in about 60 days

**90% FASTER PRODUCTION** | Cut flyer production time nearly 90% and improved delivery efficiency 20%

**150% OUTPUT GROWTH** | Increased vehicle merchandising output approximately 150% within three months

**\$362K RECORD MONTH** | Led store operations during the highest revenue month in location history

## CORE COMPETENCIES

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Marketing Strategy | Integrated Campaigns | Brand Strategy | Digital Marketing | Content & Social Media | Email & CRM | Market Research & Analytics | Public Relations | Community Engagement | Event & Project Management | Training & Coaching | Learner & Customer Support

## PROFESSIONAL EXPERIENCE

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### FREELANCE MARKETING & STRATEGY CONSULTANT | Independent | Remote | Oct 2025 to Present

- Develop campaign strategies, branding proposals, and marketing plans that turn business goals into clear positioning, messaging, channel, content, and implementation recommendations.
- Conduct audience, competitor, market, and industry research and translate findings into client ready proposals, presentations, messaging frameworks, and campaign calendars.
- Advise on brand positioning, digital content, community engagement, events, and practical next steps clients can implement with available resources.

### MARKETING & EVENTS MANAGER | Drip IV Wellness & MedSpa | Feb 2025 to Oct 2025

- Managed marketing, communications, events, and community engagement across multiple North Carolina markets, doubling event activity within eight months and increasing community partnerships by 30%.
- Created multichannel campaigns and educational content across social media, email, SMS, graphics, photography, promotions, partnerships, and events while coordinating staff, vendors, inventory, and logistics.

### DIRECTOR OF COMMUNICATIONS | Carteret County Association of REALTORS® | Nov 2023 to Sep 2024

- Grew average Facebook reach from approximately 43 to 457 people per post and average engagement from 2 to 67 interactions per post within about 60 days.
- Turned housing market research and technical industry information into newsletters, educational graphics, event promotions, member communications, and public facing content.

### MARKETING COORDINATOR | Velocity Vehicle Group | Apr 2022 to Sep 2023

- Cut flyer production time nearly 90%, improved project delivery efficiency 20%, and increased high quality product photography output about 59% while supporting marketing assets and data for 10,000+ items.

## EARLIER EXPERIENCE

### STORE MANAGER | Gallery Outlet | Aug 2020 to Feb 2022

- Recruited, trained, coached, and scheduled employees while maintaining 98% customer satisfaction; led promotions, merchandising, and 26 vendor relationships during a record \$362,000 revenue month and 150% sales growth.

### DIGITAL MARKETING SPECIALIST | Gerald Jones Auto Group | Jun 2018 to Jul 2019

- Helped launch an in house digital marketing operation supporting five dealerships, increasing vehicle merchandising output about 150% within three months while coordinating photography, copywriting, websites, campaigns, signage, and branded collateral.

## VOLUNTEER LEADERSHIP

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### DIRECTOR OF SOCIAL MEDIA & EVENTS | Okinawa Stray Pet Rescue | Jul 2018 to Jul 2021

- Increased website reach 50%, coordinated adoption outreach, events, volunteer communication, and public education, and facilitated 100+ adopter meetings while contributing to a 90% placement success rate.

## SELECTED PROJECT & RECOGNITION

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### Prescott Meals on Wheels | Integrated Marketing Campaign | WGU Graduate Capstone, 2026

- Built a comprehensive integrated campaign covering research, personas, SWOT analysis, positioning, messaging, budget, KPIs, donor engagement, volunteer recruitment, PR, email, social media, events, and community outreach.
- Produced executive strategy recommendations praised by client leadership for rigor, clarity, visual quality, and operational understanding; selected by WGU for a university video feature highlighting the work.

## EDUCATION

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### Master of Science in Marketing | Western Governors University | Jun 2026

WGU Excellence Awards: Marketing Experiential Capstone and Strategic Decision Making

### Master of Business Administration | Western Governors University | Apr 2022

Strategy, leadership, operations, finance, management, marketing, and analytics

### Bachelor of Arts in Communications, Public Relations | Southern New Hampshire University | 2020

GPA 3.89 • Summa Cum Laude

## SELECTED CREDENTIALS

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Google Digital Marketing & E-commerce Professional Certificate | SEO Specialization, UC Davis | Market Research Specialization | E-Marketing Specialization | Introduction to AI | 25+ additional credentials

## TOOLS & PLATFORMS

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Canva | Adobe Creative Suite | Google Analytics | Google Ads | Meta Business Suite | Mailchimp | Constant Contact | Microsoft 365 | Google Workspace | WordPress | CRM, Email & SMS Platforms