

KRISTI BENDER

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PROFESSIONAL SUMMARY

Highly creative Marketing Director with expertise in transforming marketing and advertising strategies into desired results. Leads teams in developing profitable campaigns. Marketing metrics knowledge and collaborative skills supports achievement of targeted outcomes.

SKILLS

- Digital Marketing
- Reputation Management
- Web Design
- SEM
- Brand Development
- Creative Direction
- Property Management
- Graphic Design
- SEO
- Social Media
- Market Analysis
- Advertising Management

WORK HISTORY

Digital Marketing Director / Barrington Group, Inc. / 05.2009 - Current

- Online marketing, training, design, and related activities for property management and development firm
- Prepare designs or prototypes, such as storyboards, mock-ups, development information or other content, using graphic design software
- Assist in the evaluation or negotiation of contracts with vendors or online partners
- Implement online customer service processes to ensure positive and consistent user experiences
- Analyzed key performance indicators, continually refining tactics for maximum effectiveness.
- Optimized website performance and user experience through strategic SEO implementation.
- Fostered strong relationships with external agencies, vendors, and partners to ensure successful collaboration on joint projects.
- Increased brand visibility by developing and executing comprehensive digital marketing strategies.
- Improved lead generation by designing and implementing email marketing campaigns.
- Spearheaded influencer partnerships, expanding brand reach and boosting audience engagement.
- Developed innovative content strategies to position the company as an industry leader.
- Coached junior team members on best practices, contributing to their professional growth within the organization.
- Conducted market research to identify new opportunities and inform

strategic decision making.

- Ensured consistent messaging across all channels by overseeing creative development processes.
- Partnered with sales teams to develop cohesive strategies that aligned with overall business objectives.
- Managed digital advertising budgets, ensuring efficient allocation of resources for optimal ROI.
- Monitored competitor activities, staying informed of industry trends and best practices for continuous improvement.

Marketing Manager / The King of Clubs / 10.2021 - Current

- Developed targeted marketing campaigns to reach diverse audiences and maximize event attendance.
- Streamlined internal communication processes between team members, improving efficiency in planning and executing concerts.
- Implemented innovative social media strategies that amplified online engagement rates prior to each concert date scheduled.
- Created memorable concert experiences by coordinating engaging stage designs and audio-visual elements.
- Enhanced company reputation within the music industry by consistently delivering high-quality events on time and within budget constraints.
- Increased concert attendance by strategically selecting and booking popular artists for events.
- Provided exceptional customer service to both artists and attendees alike, fostering an atmosphere of loyalty among clientele base.

Property Manager / Pinnacle Property Management / 01.2007 - 01.2009

- Conducted regular property inspections, identifying areas for improvement and proactively addressing potential safety hazards.
- Enhanced tenant satisfaction by promptly addressing concerns and resolving issues in a timely manner.
- Coordinated with maintenance staff to ensure timely completion of repairs, minimizing downtime for tenants and maintaining property aesthetics.
- Handled tenant complaints promptly and appropriately, calling in repairmen, and other support services.
- Negotiated favorable contract terms with vendors, resulting in reduced operating expenses without compromising on service quality.
- Managed multiple properties simultaneously, coordinating efficient allocation of resources and streamlining communication channels to maintain high levels of operational excellence.
- Implemented cost-saving measures through efficient resource allocation and vendor negotiations, optimizing property financial performance.
- Oversaw lease agreements from inception to termination, ensuring compliance with local regulations and protecting the interests of both landlords and tenants.

Property Manager / Lincoln Property Company / 01.2002 - 01.2007

- Streamlined rent collection processes, reducing late payments and improving overall revenue generation.
- Monitored timely receipt and reconciliation of rent collections in

accordance with landlord and resident statutes.

- Monitored progress of construction and maintenance projects and notified appropriate individuals of project updates, delays, and schedule changes.
- Increased property occupancy rates by effectively marketing available units and conducting thorough tenant screenings.
- Developed comprehensive preventative maintenance programs to prolong the lifespan of building systems and reduce costly emergency repairs.
- Managed budgetary constraints to maximize profitability while maintaining high-quality living environments for residents.
- Fostered a sense of community among residents through well-planned social events and activities that encouraged interaction amongst neighbors.
- Introduced prospective tenants to types of units available and performed tours of premises.
- Implemented comprehensive safety protocols to minimize potential risks and ensure the well-being of all residents within the property.
- Reduced vacancy periods by implementing strategic marketing initiatives targeting specific demographics within the community.
- Coordinated with janitorial and engineering staff on maintenance and upkeep.
- Monitored market trends closely, adjusting rental rates accordingly to remain competitive within the regional market landscape.

EDUCATION

DeVry University

Associate of Applied Science: Multimedia, Web, Graphic Design and Development

CERTIFICATIONS

Licensed Notary Public