



Kristina Dirksen

MARKETING PROFESSIONAL

📍 Boston MA
✉ kristina.dirksen@gmail.com
🌐 linkedIn.com/in/kristinadirksen/

SKILLS

Website Creation
Business Development
Communication
Reporting and Metrics
Marketing & Sales
Lead Development
Audience Research
Event Management
Process Improvement
Copy write Expert
Cultivating Relationships
Brand Awareness
Creative Design/Branding
Content Creation
Public Relations
Profit Maximization
SEO

PROFICIENCY

Hubspot



Figma + Canva



Wordpress + Webflow



Google Ads + Analytics



EDUCATION

Journalism- Media - Marketing
UMASS Boston, MA

WORK EXPERIENCE

MARKETING MANAGER

Fossil Inc | Boston MA

June 2022- Present

- Leveraged data to gain insights to maximize the business impact of events and drive ongoing portfolio and program optimization
- Work with marketing, and sales to drive alignment and collaboration across cross-functional teams at all levels of the organization.
- Worked with multiple New England publications to raise brand awareness & execute local events that are aligned with the brand Managed and executed a PR strategy that increased awareness and demand for Fossils' portfolio of products
- Developed a range of communication materials including social content, messaging, press releases, catalogs, and media statements
- Initiated complete re-designed of their website and social pages to increase engagement and SEO
- Ran PR and hosted events with local publications like Boston Design Magazine, Boston Common Magazine, and Boston Interiors to promote brand awareness and increase engagement.
- Created dynamic social campaigns, increasing our following by 10% in less than 3 months.
- Focused on creating a favorable public image through relationship building and reputation management
- Attended and organized media, publication, and design events to build mutually beneficial relationships between our company and, current and potential customers, investors, vendors, suppliers, and media

MARKETING MANAGER

Seva, Inc (formerly Talla)

July 2021- Present

JUNIOR MARKETING ASSOCIATE

Talla, Inc Boston MA

Jan 2019- July 2021

- Worked with Google Ad Words and Analytics to create and track new ad campaigns
- Ran cold email campaigns and lead nurture series to generate new leads
- Worked with a new sales & marketing team to promote the company & new products while going through a merger
- Designed all resources, Case Studies, Ebooks, and Infographics in Figma & Canva for website and blog purposes
- Lead a full website redesign, improving consumer traffic through search engine optimization (SEO).
- Wrote numerous technical writings in AI and Tech for the company landing page and blog.
- Address and resolve customer inquiries from the company community, emphasizing the user experience.
- Optimize brand awareness through integrated marketing writing tactics (social media, print production, digital marketing, and technical writing)
- Organized and hosted company-wide events responsibilities include but are not limited to: managing budgets, securing venues, audience acquisition, ensuring safety at the event, solving various issues on the day of the event, and evaluating the event after completion.
- Spearhead the development and implementation of media content improving efficiency and accelerating growth and profitability.
- In charge of all PR efforts for the company, acting as a liaison between the company and key publics including, online events, webinars, mass media, social media, and earned media Collect and analyze sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates, cost per click, and search engine optimization (SEO)
- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites
- Produce persuasive messages emphasizing customer needs, increasing strategic messaging, and building brand awareness

ADDITIONAL ATTRIBUTIONS

Freelancer at Model Club Inc | 2017- Current

5+ years doing industry work, with local brands, artists, designers, and popular publications as a commercial-based model. I have years of experience working on sets and organizing photoshoots and I have had the opportunity to make many connections in the Boston, Fashion, TV, Media, Music, and Event industries. Skills include organization, salesmanship, social media branding, adaptability, communication, and interpersonal professionalism.

Volunteer Work

MSPCA, NHSPCA, GBFB, Helping Hands, Best Buddies, Boston Cares