

Crystal Fulton

Profile

With 15+ years of experience in technology, product management, and marketing, I excel at developing and executing customer-centric product strategies. From supporting technology to managing corporate product development and sales enablement, my career reflects a balance of technical expertise and strategic vision.

My Master of Arts in Strategic Communication adds to my strong background in presenting and engaging with stakeholders at all levels. I have many years of experience working in matrixed environments and helping diverse teams work toward shared goals. My hands-on approach ensures that strategies are not just communicated but executed with measurable success.

Experience

SR. MANAGER PRODUCT MARKETING | COX BUSINESS | APRIL 2022 – PRESENT

- Created and implemented product marketing training and communication strategies which have played a pivotal role in streamlining product launches.
- Reimagined product launch, enhancement and awareness communication to sales, ensuring sellers only receive information relevant to their organization with average email open rates over 65%.
- Served as an integral part of a cross-functional product launch team where I led the strategy for training and enablement.
- Implemented a governance program to span internal and external product information ensuring consistency throughout the organization.
- Spearheaded comprehensive product lifecycle launch readiness and sale enablement communication strategies to ensure teams are well-prepared to deliver results.

SR. PRODUCT MANAGER | COX BUSINESS | APRIL 2019 – APRIL 2022

- Crafted and articulated strategic product growth strategies, successfully launched new products, and introduced valuable enhancements.
- Collaborated with corporate strategy and product teams to align business objectives with customer needs, analyzing market trends and evaluating competitor products to provide key insights for sales teams in the Las Vegas and Omaha markets.
- Conducted comprehensive evaluations of acquisition and retention programs, providing feedback to marketing and senior management to drive product growth and maximize revenue.
- Developed and implemented educational programs, ensuring close coordination with product managers across the organization for alignment and collaboration.

DIRECTOR – MARKETING LOYALTY PRODUCTS | CAESARS ENTERTAINMENT | FEBRUARY 2017 – APRIL 2019

- Drove innovation and made a measurable impact by successfully launching and managing loyalty products, ensuring seamless integration across all casino properties through close collaboration with PMO and IT development teams.
- Implemented reprint and loyalty kiosk initiatives that significantly improved customer experience and engagement, enhancing the overall customer journey.

- Acted as the key liaison between corporate development and leadership, collaborating with vendors and departments to oversee the design and implementation of new loyalty products, process improvements, and functional enhancements.
- Provided strategic direction and developed best practices to enhance product utilization, consistently representing the business's needs. Worked collaboratively with corporate marketing leadership, casino general managers, and external vendors, effectively communicating and mitigating risks to ensure smooth operations.

SR. PRODUCT MANAGER - MARKETING PRODUCTS | CAESARS ENTERTAINMENT | AUGUST 2015 – FEBRUARY 2017

- Led the end-to-end management of innovative marketing solutions, gathering business requirements from diverse markets and casinos while developing user stories, acceptance criteria, and mitigating edge cases.
- Leveraged 5 years of experience leading Agile projects, overseeing project and release planning, coordinating training and documentation, conducting product demos across all organizational levels, and actively participating in standups and planning sessions.
- Served as the primary point of contact and directly collaborated with properties, vendors, and various internal departments to supervise the design, implementation, and enhancement of new products, processes, and functionality.
- Provided strategic direction and planning for marketing products, alongside developing best practices to drive utilization while advocating for the business's needs.
- Demonstrated technical acumen by translating business requirements into technical solutions, acting as a liaison between the technical team and business users to ensure seamless communication and successful outcomes.

Education



M.A. IN STRATEGIC COMMUNICATION | NATIONAL UNIVERSITY, LA JOLLA, CA



B.A. IN CRIMINAL JUSTICE | UNIVERSITY OF NEVADA LAS VEGAS, LAS VEGAS, NV

Skills & Abilities

- [Pragmatic Certified Product Marketer](#)
- [Pragmatic Certified Product Manager](#)
- [AI For Product Professionals](#)
- Strategic Communication
- Strategy Execution
- Customer Journey Mapping
- Training Creation & Execution
- Software Product Management
- Agile Methodolgy
- Gaming & Regulatory Compliance
- Data Analytics
- Product Roadmap Planning

Activities and Interests

American Cancer Society – Relay for Life Event Lead 2022, Relay for Life Event Leadership 2018-2021, Relay for Life Event Participant 2012-2022, Coaches vs. Cancer Event Participant 2021, Making Strides Event Participant 2024

Appointed as University of Nevada Las Vegas Alumni Association Legacy Board Director for 2025-2026