

Jacqueline Krumnow-Stewart

Email: j13krumnow@gmail.com

Cell: 419-340-7020

Portfolio: <https://directingyourbrand.com>

A PR leader utilizing marketing practices for B2B and B2C organizations, non-profits, medical businesses, & government agencies.

Experience

Marketing Director

June 2020-December 2021

Head Choice Inc, Colorado Springs, Colorado

- Managed team of 10 employees & contractors for three individual brands, Head Choice Inc., Dime Bags, & The Journey Pipe
- Cultivated sales through integrated holistic marketing campaigns that increased sales by 295% within 19 months
- Increased sales for Black Friday by 69% and the 420-holiday sale by 100% through planned project pitches
- Communicated the CEOs vision with superiors, peers, and creative staff which resulted in a unified message resulting in stronger brand loyalty increased by 10%
- Incentivized retail SMS sign up resulting in a subscription increase of 24,100 in 19 months
- Effectively motivated wholesale clients to subscribe to SMS campaign resulting in the highest trade show sales record to date
- Organically grew email marketing list from 30,000 to 52,700 recipients
- Analyzed market research and trends to create viral content boosting Instagram and TikTok followers to 100,000
- Developed a strong YouTube presence through posting on a weekly cadence, targeted ads, and promotional giveaways
- Led & served in the implementation of product launches & campaigns between retail, wholesale, and product delivery team
- Excelled in profit-oriented contractor decisions to procure multiple media sources on a finite budget
- Launched Shopify email application Klaviyo and crafted multiple trigger workflows for new & returning customers

Communications Manager, CO & NM

June-December 2019

DaVita Medical Group, Colorado Springs, Colorado

- Composed, edited, & sent 10 emails between two markets weekly reaching 600-800 recipients
- Organized an optimal 2020 Communications Marketing plan from scratch with a focus on radio interviews, internal emails, & community magazine medical articles
- Managed leadership communication requests & distribution for Colorado Springs & New Mexico markets
- Improved open and read rates of Colorado's monthly newsletter by 22% in 3 months
- Researched and ghostwrote [medical articles](#) for local magazines attributed by physicians
- Wrote social media posts about new clinicians joining the medical group that increased engagement by 22%
- Scheduled, researched, & composed relevant questions for radio interviews on KRDO: ["Ask the Doctor"](#) & [Extra with Renae Roberts](#)
- Created, composed, & implemented an internal communications rebrand campaign from DaVita to Optum
- Composed, printed, & mailed patient letters about monthly mammogram reminders & physician departures
- Updated, wrote, & researched content for the company intranet

Content Writer

October 2018-June 2019

Air Force CyberWorx, United States Air Force Academy, Colorado

- Wrote & published monthly blogs, newsletters, press releases, one sheets, & project reports for Pentagon review & approval
- Conducted successful social media to improve awareness of upcoming events, increased participant attendance by 55.17%
- Improved website views by 52.3% by utilizing SEO
- Increased social media presence and engagements on Facebook, Twitter, and LinkedIn by 62%
- Built the blog page and email template from scratch via Drupal and MailChimp
- Photographed events, edited photos, and used the images on final reports, blogs, and social media
- Collaborated with the graphic designer to produce well-organized brochures that aided in future partnerships and sponsorships of Air Force projects
- Created an interactive slide deck of past, present, and future cadet projects and design sprints
- Executed cadet and sprint stories with USAFA Public Affairs

Public Relations Specialist

June 2015-July 2018

National Swimming Pool Foundation, Colorado Springs, Colorado

- Wrote and published 15+ press release per year that communicated with media contacts and connected industry stories through Meltwater's application
- Wrote, edited, and published blogs weekly, increasing SEO and website traffic by 20-35%
- Copywriting content for products and events on the [company webpage](#)
- Increased the non-profits media coverage each year by 35% through SEO

Education

Kent State University, Kent, Ohio
Master of Public Relations

May 2014