

Kristina Moy

kristinamoy@gmail.com | [Website](#)

OVERVIEW:

Ambitious and perceptive marketer. Experience with demand generation (4+ years), events (7+ years) and email marketing (3+ years). Detail-oriented, organized and meets deadlines. Self-starter, quick learner and a team player who can also work independently. Precise when analyzing KPIs and optimizing overall marketing strategies.

EXPERTISE:

Demand Generation, Email Marketing, Event Planning, Sponsorship Fulfillment, Budgeting, Media Planning, Paid Advertising, Campaign Reporting, QAing, A/B Testing, Marketing Automation, Lead Management, Project Management, SEO, SEM, Content Marketing, Social Media

CORPORATE EXPERIENCE:

TimeTrade

Tewksbury, MA

Event Marketing and Advertising Specialist (May 2017-Jan. 2018)

- **Events:** Planned and executed all corporate trade shows & events nationwide
 - Developed and shared event strategies with various stakeholders
 - Organized logistics: obtaining sponsorship, identifying themes, messaging & staff, securing speaking sessions, ordering A/V and managing booth assets, shipping, etc.
 - Maintained and replenished inventory for collateral, booth assets & giveaways
- **Paid Advertising:** Ran paid promotions & webinar campaigns with strategic partners
 - Collaborated with digital and creative teams to create and optimize assets
 - Planned and built outreach/nurture workflow for follow-up
- **Demand Generation:**
 - Drove event and webinar email outreach programs (ie. strategy, user journey, content, program building, email design, coding & copy, QA, testing, building email lists, etc.)
 - Collected & scrubbed program lists for Marketo uploads & lead assignment in Salesforce
 - Corresponded with account executives and BDRs on lead management and follow-up
 - Reported on program updates, feedback & KPIs
 - Managed event and advertising timeline & budget

Monotype

Woburn, MA

Marketing Operations Specialist- Revenue Marketing (Jun. 2015-Apr. 2017)

- Supported demand generation programs and events
- Helped run webinar series: planning, setup, promotions, execution, follow-up and debriefing
- **Paid Advertising:** key strategist for media planning, AdWords or other paid initiatives
 - Analyzed campaign progress and offered recommendations to optimize as needed
- **Marketing Operations:** program building, data cleansing, list uploads, program automation and transition rules, email send execution, lead management, lead scoring, generating reports and Marketo/Salesforce troubleshooting & root cause
 - QAed landing pages, emails and media assets for all campaigns before going live
- **Project Management:** Tracked campaign timelines, workflow tasks and proofing for all digital media promotions, programs and events

- Created and documented best practices, workflows & content directory
- Assisted with logistics for events such as trade shows, seminars and company events
- **Reporting:** Tracked KPIs and metrics for all email sends, campaign leads and overall pipeline
 - Monitored website traffic and user behavior via Google Analytics and Heap Analytics
- **Budgeting:** Managed entire global budget for Americas, EMEA and APAC for marketing activities
 - Tracked and processed all invoices & POs
 - Collaborated with finance team to allocate costs properly

COMSOL, Inc.

Burlington, MA

Marketing Assistant- Events (Nov. 2014-Jun. 2015)

- Assisted in executing 40+ product [workshops](#) and training courses per month within Central/Eastern U.S. and Canada (50% of total company leads)
 - Worked with technical sales managers to forecast events and target territories
 - Handled logistics for meeting spaces, catering, technology, shipping, budgeting and invoicing, registration, lead tracking and processing, etc.
 - Sent 30+ weekly targeted email blasts via 4D and performed cold calling
 - Processed attendee leads, sent free trial codes and generated weekly progress reports
- Owned trade show & exhibition logistics: sponsorships, budgeting, staff attendees, booth necessities, content and branding, handling material shipping, social media messaging, lead collection & uploads into database, etc.

Bit9 + Carbon Black (now Carbon Black)

Waltham, MA

Marketing Coordinator- Events & Lead Generation (Oct. 2013-Nov. 2014)

- **Events:** Executed 40+ field/regional channel partner and corporate events per month within the U.S. and Canada (attributing to 30% of total company leads)
 - Communicated with event organizers, channel partners, vendors and 50+ sales reps on messaging, objectives and goals
 - Coordinated event logistics: sponsorships/speaking sessions, promotional strategy, event timelines, material shipping, badges and lodging, technology, invoicing, etc.
 - Updated event calendars and fulfilled requests for channel SPIFF incentive program
 - Tracked inventory for company collateral, booth materials and giveaways
- **Lead Generation:** Managed Salesforce campaigns to track marketing program goals and ROI
 - Collected, scrubbed & uploaded all event leads into database for U.S., Canada and EMEA
 - Sent outreach to sales about recent activities and lead follow-up process
 - Ensured lead follow-up complied with lead scoring protocols and sales op processes

NON-PROFIT EXPERIENCE:

International Quidditch Association (now US Quidditch; 2010-2013)

Various Locations, USA

Conventions Manager (Mar. 2010- Dec. 2013)

- Arranged event programming to promote quidditch at big pop culture conventions, festivals and Harry Potter conventions & events
- Negotiated sponsorships with event organizers and streamlined event timelines, logistics and marketing plans for each event
- Recruited and supervised conventions coordinators, official teams & event volunteers
- Produced online content such as promotional articles, social media posts & event summaries

Northeast Regional Director (Mar. 2011- Dec. 2012)

Northeast USA

- Supervised 7 state representatives to support active and new teams & expand quidditch outreach in the region
- Developed regional content & reports, circulated via website, social media & email

Northeast Regional Championship Co-Tournament Director (Aug. 2012- Nov. 2012) Newport, RI

- Commissioned a 2-Day quidditch tournament at Fort Adams State Park's historical fort- 24 official teams, 70 volunteers & 2000+ spectators
- Worked with venue staff, visitor's bureau, travel agency & third parties to contract event plan, advertising, license agreements and other necessary paperwork
- Hired and guided Regional Championship Committee members to lead different departments
- Administered event timeline, budgeting, marketing plan, logistics checklist and processes
- Shaped event branding & marketing: messaging, website layout, social media, merchandise designs/inventory, direct promos (billboard, newspaper, etc.)

CREATIVE EXPERIENCE:

[Black Out Art](#)

Acton, MA

Freelance Illustrator & Graphic Designer (Mar. 2009- Present)

- Creates and sells art & hand-made products online and at conventions & craft fairs
- Completes commissions for customers and as donations for charity fundraisers
- Designs graphics and branding for website, banners, print collateral, etc.
- Manages content & design for website and social media channels

EDUCATION:

Isenberg School of Management, University of Massachusetts Amherst

Bachelor of Business Administration May 2010

Major: Marketing Minor: Studio Art Cumulative GPA: 3.679

PUBLIC SPEAKING EXPERIENCE:

[Litmus Live Boston](#)- Aug. 2017, two 45-minute panels about email planning, workflow and process:

- Email Workflow Insights (Part I): Production Cycles, Tools, and QA
- Email Workflow Insights (Part II): Planning, Approvals, and Interventions

TECHNICAL SKILLS:

Computer: Macs and PCs, Microsoft Office, Adobe Suite, HTML, CSS, social media (paid and organic-Facebook, Twitter, Instagram)

Systems and Tools: Marketo, Salesforce, OneDrive, Google Drive, Google Adwords, Google Analytics, Litmus, Heap Analytics, GotoWebinar, Wistia, Zoom, Slack, HipChat, Asana, Trello, Eventbrite, Hootsuite, JIRA/Confluence, Eloqua, Constant Contact, Cvent, Squarespace, Wordpress, Smartsheet

Art: Drawing, Painting, Digital Art, Graphic Design, Hand-Lettering, Photography, Printmaking, Screen Printing, Digital Printing & Bindery, Typesetting, Proofing