

# KARIN OLIVER-KREFT

## MARKETING MULTIPOTENTIALITE

I'm a multipotentialite. A polymath. A scanner. Eclectic. However you phrase it, I'm the person who gets things done. I've excelled in every marketing role: planning, design, production, implementation, tracking. My wide range of interests offers insights you'd otherwise need 10 people to obtain.

Need to find concepts and solutions no one has thought of yet? Count on me. Looking to build a solid team? I energize and empower others to grow and improve. Do you value adaptability? Like putty, I can mold into whatever is needed at any given moment. And I do it with passion, humor, and random pop-culture references. I get things done.

I'm always learning or creating: designing new/improved traditional and digital identities and assets, tracking responses for continually improving results, sewing my wardrobe, making lasagna from wheat berries and milk, building a solar death ray, learning Korean, etc. I grow fast, adapt, and spread my skills broadly.

## ACCOMPLISHMENTS

**Brand Marketing:** My storytelling meets company goals. I kept census at a consistent 90% or better - even as we added 20% capacity on a new campus. When I rebranded a 40-year old sub chain, they achieved 10.2% sales increase in the first two months.

**Company Growth:** I conceived and built entire profit centers for Social Media Marketing and Marketing Education.

**Brand Design/Development:** I create the design standards that tell the story of your brand at-a-glance, from eye-catching logos to UX web design to collateral, with brand standards for efficient design focused on actionable responses.

**Fundraising:** My event ideas raised record-breaking amounts, while also generating revenue for our partner hospice non-profit.

**Copywriting:** I've written pieces that resulted in legislation passing and increased use of safety devices to prevent childhood injuries.

**Website Creation:** Targets RESPOND to the websites I create. My customer-focused sites increased overall responses over 100%.

**Graphic Design:** My graphic design facilitates information consumption, to compel the desired response, at the breakneck speed of today's media. I've created pieces in every known medium.

## WORK HISTORY

**Owner, Consultant, Designer:** 2020-present, Krefwerk Multipotentialite Marketing, Manitowoc, WI

**Marketing Projects:** 2021-2023, John Michael Kohler Arts Center, Sheboygan, WI

**Director of Marketing & Community Outreach:** 2014-2020, Pine Haven Christian Home, Sheboygan Falls, WI

**Account Supervisor:** 2011-2014, STIR Advertising, Milwaukee, WI

**Director of Marketing/Project Manager:** 2008-2011, People To My Site, Columbus, OH

**Interactive Director of Client Services/Account Supervisor:** 2006-2008, Young Isaac, Columbus, OH

**Account Executive:** 2004-2006, Sussman Sikes, Southfield, MI

**Account Manager:** 1998-2004, Doner Advertising, Southfield, MI

## EDUCATION/CERTIFICATION

Eastern Michigan University: Bachelor of Science

## SKILLS

- Strategy/Message Development
- Graphic Design
- Brand Development & Design
- Copywriting
- Inbound Marketing
- Fundraising
- Content Marketing
- Social Media Marketing
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, PremierPro)
- Proposal/RFP Writing



With a solution focused approach, Karin is one of the few people I've seen in industry with the right balance of knowledge, sensibility and ability to take ideas and forge them into reality.

– Marc Gainey, IT Professional

Karin is one of the most knowledgeable and experienced marketing professionals that I've ever worked with. Her expertise and ability to execute on marketing strategies, from traditional, to online, to social is off the charts!

– Jake Stoops, SEO Programs Lead

Karin developed partner programs that helped customers learn about and execute offline and online marketing initiatives at scale. The creativity of her approach helped customers think differently about their brand and acquisition and retention strategies.

– Jason Walker, Agency Revolution

What I admire most about Karin is both her astounding work ethic and diversity of skill sets.

She's an incredible writer, a creative marketing and brand strategist, and a terrific manager.

– Robby Herbst, Analyst & Optimization Strategist

## MULTIPOTENTIALITE SKILLS

- Contextual Thinking
- Pattern Recognition
- Idea Synthesis
- Skill Acquisition
- Rapid Learning
- Adaptability
- Innovation