

KARIN OLIVER-KREFT

MARKETING MANAGER/MULTIPOTENTIALITE

I'm a multipotentialite. A polymath. A scanner. Eclectic. However you phrase it, I'm the person who gets things done when everybody else is stumped on where to even start. My wide range of interests means I bring insights you'd otherwise need 10 people to provide.

Need to find patterns 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 (e.g., sewing my wardrobe, making lasagna by grinding wheat berries into flour for noodles & making the cheese, building a solar death ray, learning Korean). I grow fast, adapt, and spread my skills broadly, becoming an essential asset that everyone can rely upon.



ACCOMPLISHMENTS

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

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.

Sales Proposals: My new business proposals had an average 33% close ratio and new proposal templates I created for the team increased sales by 10-15%.

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

Inbound Marketing: I launched an influencer campaign before it was even defined as a term, for a successful new product launch.

Fundraising: My event ideas raised more than any other team at our 2019 Walk To End Alzheimer's, 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.

WORK HISTORY

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

SKILLS

- Strategy/Message Development
- Copywriting
- Inbound Marketing (Certified)
- Content Marketing (Certified)
- Social Media Marketing (Certified)
- Adobe Creative Cloud
- Proposal/RFP Writing

MULTIPOTENTIALITE SKILLS

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

EDUCATION/CERTIFICATION

Eastern Michigan University:

- Bachelor of Science

Hubspot Academy:

- Content Marketing Certified
- Social Media Marketing Certified
- Inbound Marketing Certified

Karin has a great understanding of interactive capabilities and how it applies to the strategic point in the project at hand. She is thorough and very detail oriented and is never afraid to admit a lack of understanding only to turn around and become an expert at it.

- Dan Weatherby, Senior Consultant UX Design

Karin has so many valuable skills, I'm not even sure where to start. You can count on her to get the job done - from managing client programs to spearheading the development of our web and interactive department to writing some of the best copy in the business.

- Nate Riggs, Marketing, Sales & Service Tech Consultant

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