

# KRISTY NAYLOR

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## DIRECTOR OF MARKETING: Strategic Planning | Brand Management | Customer Experience

**Proven expertise in building brands, increasing market penetration and delivering transformative results in the hospitality and retail industries**

- ◆ **Growth catalyst:** A seasoned marketing leader with more than 15 years of experience in developing brands, capturing market share, and generating growth and profits.
- ◆ **Keen business judgment:** Able to spot high-potential opportunities and solutions that are not always readily apparent.
- ◆ **Skilled collaborator & leader:** Highly regarded for collaborative and leadership skills; proven success in spearheading corporate identity initiatives, business partnerships, reorganizations and other efforts.
- ◆ **Progressive career achievement:** Demonstrated success in increasingly responsible positions in areas including marketing, public relations, business development and corporate communications.

**Professional Competencies:** Market Analysis | Needs Assessment | Client Relations | Customer Service  
Social Media | Proposal Writing & Submittals | Contract Review | Competitive & Comparative Analysis  
Forecasting & Budgeting | Sales Cycle Management | Event Planning & Management | Fundraising

## EXPERIENCE AND ACCOMPLISHMENTS

**Crestmark Brands, Madison, WI**

1997 to Present

*North American hospitality services company.*

**Overview:** Recognized for playing an instrumental role over 20+ years at Crestmark Brands in defining and evolving the company's brand image and in shaping its marketing and communications strategy with clients, prospects, industry organizations and investors. Experienced in successfully leading numerous company task forces and project groups. Promoted in 2010 to current position as Director of Communications.

### **Director of Communications (2008 to Present)**

Reinvigorated and established a consistent company image across all communication channels and media. Develop and implement internal communication strategies to promote associate awareness and education. Coordinate corporate social responsibility initiatives and serve as a media liaison.

#### *Strategy & Planning*

- ◆ Partnered with social media strategist to develop social media strategy and plan.
- ◆ Planned annual national leadership summit and quarterly executive leadership webinars and messages.
- ◆ Selected by the executive team to serve in key planning and strategy roles as Communications Council Co-Chair; Chair of Crestmark Green, Crestmark's Green Council; and President of The ProAction Foundation, a non-profit organization affiliated with the company.

#### *Operations & Management*

- ◆ Launched new corporate identity and brand; synthesized and applied feedback from internal staff, the executive group and an outside research firm.
- ◆ Spearheaded development of new corporate website; led efforts of a multi-disciplinary team that included creative staff, program managers, sales and customer service team members.
- ◆ Implemented SEO and blog strategy that drove traffic to website and elevated page ranking.
- ◆ Identified new corporate vendor relationships with forecasted savings that exceeded \$300K.
- ◆ Streamlined customer survey process; actions resulted in boosting response from 72 percent to 90 percent in 2010.

## Crestmark Brands, Continued

### Director of Marketing (2001 to 2008)

Orchestrated and led transformation of the sales and marketing functions during a dynamic period of growth involving three acquisitions. Developed and implemented corporate and regional sales and marketing plans for multiple markets nationwide. Identified opportunities for strategic corporate alliances and partnerships to further growth objectives. Managed corporate communications including collateral, website, advertising, PR, and sales initiatives and presentations.

#### *Business Development*

- ◆ Built relationships with key hotel owners and executives of international hotel management companies resulting in preferred vendor listings.

#### *Operations & Management*

- ◆ Reorganized corporate business development function that included creating more efficient financial review process and developing new metrics to evaluate proposals; actions resulted in record growth performance despite challenging economy.
- ◆ Designed sales function and process that produced record double-digit growth adding \$1.7M and 23 new clients in 2007 and \$2.4M and 38 new clients in 2008.

### Marketing Manager (1997 to 2000)

Provided vision and leadership in directing marketing, PR and communications functions. Created and submitted proposals and evaluated contracts for new business.

#### *Operations & Management*

- ◆ Assisted with developing and implementing corporate identity measures to better position the company and differentiate it from its competitors.
- ◆ Developed and implemented innovative marketing initiatives to capture the attention of potential clients; actions generated numerous leads and new business opportunities.

## EDUCATION

Western Maryland University, Baltimore, MD

**M.S., Marketing**

Davenport College, Towson, MD

**B. A., Business Administration with a marketing concentration**

Seaway Community College, Arnold, MD

**A. A., General Studies with a business concentration**

## TECHNICAL SKILLS

**MS Office 2010:** Excel, PowerPoint, Publisher, SharePoint and Word; **Adobe Creative Suite:** Contribute, Illustrator, InDesign and Photoshop.

## AFFILIATIONS

International Association of Business Communicators  
American Marketing Association