

# Kristin Nilsson

Marketing Director / Creative Director / Brand Manager

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## Areas of Expertise

Branding & Identity  
Branded Promotional Products  
Campaign Development  
CE Program Management  
Concepting & Execution  
Content Development  
Creative Brainstorming  
Digital Marketing  
Email Marketing  
HTML Fundamentals  
Integrated Marketing  
Leadership & Teambuilding  
Marketing Analytics  
Newsletters  
Print Design & Production  
Photography  
Project Management  
Sales Presentation  
Social Media Campaigns,  
Strategy & Advertising  
Trade Show Booths,  
Exhibits & Planning  
Video Design & Production  
Web Design, Development &  
Maintenance

## Leadership Style

Visionary  
Affiliative  
Pace Setter

## Summary

- Lead high-performing teams to design and execute on-brand marketing campaigns that drive engagement, business growth, and customer loyalty, aligning with business objectives and exceeding KPIs.
- Specialize in integrated marketing, digital strategies, social media, and creative solutions to deliver results-driven concepts and optimize campaigns for sustained success.
- Manage the strategic planning, execution, and budget oversight of customer-focused campaigns aimed at driving long-term loyalty and sustainable brand growth.

## Marketing Director

**CRS Temporary Housing** / Phoenix

2016 – Present

- Direct the marketing team in the development, planning, and execution of integrated campaigns and marketing materials, ensuring all communications are impactful, on-brand, and strategically aligned with business objectives to drive engagement, brand recognition, and business growth.
- Develop and execute strategic B2B digital marketing campaigns, leveraging data analytics and competitive analysis to tailor messaging and target key client segments to increase engagement, drive conversions, and boost overall revenue. Over the past 5 years, achieved 20% open rates for email campaigns with an average CTR of 12%, boosting consistent annual business growth.
- Led the redesign and refresh of the CRS website, optimizing for SEO to improve search engine rankings, enhance user experience, modernize visual design, and boost site functionality, resulting in increased engagement and improved accessibility.
- Spearheaded social media marketing campaigns, including content creation and execution, on LinkedIn, Facebook and Instagram. Increased LinkedIn engagement rate from 2% to 10.6% over 2 years by implementing targeted content strategies, optimizing posting frequency, and leveraging data analytics to refine messaging, resulting in a significant boost in brand visibility and client interactions.
- Established and managed an online storefront, enabling the sales team to efficiently source and distribute custom CRS-branded products to customers. Created all products designs and collections for the store.
- Orchestrated online events for Continuing Education (CE) program for adjusters (15+ events/yr). Event execution encompasses: content creation, registration page set up, emails, tracking, reporting, and event moderation. Resulting in new customers, improved client retention, and contributing to long-term business growth.

## Art Director, Freelance

**Village of Winnetka** / Remote

2014 – 2022

- Designed the logo and executed the layout of major campaign components, including the Village's 150th Anniversary and quarterly newsletter and exterior signage, creating engaging designs and bill of materials to engage residents and spotlight key events.
- Designed and implemented various logos and branding elements, creating cohesive and visually appealing campaign and marketing materials that reinforced brand identity and effectively communicated messaging across multiple platforms.

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## Technology & Skills

Adobe Creative Suite

- Acrobat
- Illustrator
- InDesign
- Photoshop
- Premiere Pro

Microsoft Office Suite

- Excel
- Power Point
- Sharepoint
- Teams
- Word

Pardot

SalesForce

Shopify

Sprout Social

Wordpress & Elementor

## Education

Bachelor of Fine Arts  
Kent State University  
Kent, Ohio

## Marketing Manager

**McDowell Sonoran Conservancy** / Scottsdale

2016 – 2017

- Developed and executed a comprehensive suite of marketing materials, including branding, PR outreach, website content, social media, and press releases, to effectively engage and build relationships with donors, volunteers, and stakeholders, driving increased support and awareness for key initiatives.
- Led a team of 7 art directors and photographers in the design, production, and delivery of high-quality marketing collateral and signage for events, ensuring all assets were impactful, on-brand, and delivered on time to maximize event success and audience engagement.
- Successfully grew the volunteer base from 600 to over 750 in one year by implementing targeted outreach strategies, leveraging social media, and creating engaging content that resonated with potential volunteers, contributing to enhanced community involvement and support.

## Freelance Art Director

2010 – 2014

**Clients: New Control Direct & Digital, Bankers Life & Casualty, Jacobs & Clevenger, Merkle** / Chicago

- Concept development and execution for integrated campaigns.
- Leveraged advanced image research and expert Photoshop retouching skills to create visually compelling assets that significantly contributed to winning new business.

## Creative Director / Res Publica Group

/ Chicago

2008 – 2010

- Led the creative team in overseeing all design projects from concept to completion for 20+ high-profile clients, including the Chicago Blackhawks, Metra, and Wirtz Beverage Group, ensuring each project met client objectives and brand standards.
- Managed and executed design and branding initiatives, including media kits, brochures, campaign materials, signage, invitations, e-newsletters, and web design, delivering cohesive marketing solutions across multiple channels.

## Freelance Art Director / RPM Advertising

/ Chicago

2006 – 2007

- Led the execution of promotional branding campaigns, delivering on-time and on-budget projects that met client objectives and exceeded expectations.

## Associate Creative Director / Tenthirty Advertising

/ Chicago

2002 – 2005

- Managed a team of five creatives, guiding the design and execution of a wide range of print materials, including brochures, print ads, direct mail packages, and corporate identities. Notably, our direct mail concepts for Visa consistently drove repeat business, demonstrating the power of targeted, well-crafted communication in building long-term customer relationships.

## Senior Art Director / Brann Worldwide, Euro RSCG

/ Chicago

2000 – 2002

*Additional experience can be found at [linkedin.com/in/kristinilsson](https://www.linkedin.com/in/kristinilsson)*