




Krystal Salvent

Brand Marketing Manager

My experience working with high-growth startups has honed my marketing skills, enabling me to lead successful go-to-market campaigns. I leverage data to drive brand awareness and conversions, utilizing campaign planning, topic research, content management, and performance monitoring to deliver optimal results. Gifted at serving as the cross-functional linchpin for all launches, campaigns, and partnerships, collaborating closely with in-house Creative, Product, Growth, Sales, and MarTech teams.

Information

-  732-485-1533
-  krystal@krystalsalvent.com
-  [Marketing Portfolio](#)

Skills & Tools

- Language:** Fluent Spanish
- Project Management & Productivity Tools:** Google Workspace/Suite, Microsoft 365, Hive, Confluence, Jira, Asana
- CRM and Data Analytics Tools:** Salesforce, Google Analytics, Tableau
- Design Tools:** Canva, Mural, Figma
- Social Media Tools:** Khoros, Sprout Social, Hootsuite, Slack

Achievements

- Quarterbacked a seasonal marketing campaign selling 132 units (73%) in the first three weeks of launch.
- Designed and implemented a global online sweepstakes with trademark swag, online giveaways, and on-the-ground events experiences, increasing subscription sales worldwide by 15%.
- Streamlined content sourcing and approval process by 50% and increased collaboration with internal teams by 25%.

Experience

Inspirato Sr Brand Marketing Manager

June 2023 - October 2023 (5 Contract Role)

- Drove seasonal marketing roadmap, outlining themes, product launches, and key channels, resulting in a 8% increase in user engagement.
- Executed seasonal go-to-market campaigns (direct mail, web, paid media, email, events, editorial, etc.), growing new user audience by 10%.
- Increased online sales revenue by 15% by ensuring proper placement of paid ads using research and data in partnership with the Director of Paid Digital Marketing.
- Responsible for implementing and executing growth marketing plans, focusing on product messaging, positioning, segmentation, and lifecycle management, resulting in driving brand recognition and increasing market share for the organization by 15% in 3 months.

Strava Social Media Specialist, Global Marketing

April 2022 - June 2023 (Full-time)

- Owned audit processes, streamlined documentation procedures, and saved teammates 2 hours of work.
 - Created a playbook for filtering harmful social media posts, ensuring seamless collaboration with all departments for escalation.
 - Streamlined content sourcing and approval process by creating a process document and database, improving efficiency by 50% and reducing turnaround time for content creation.
 - Managed and monitored social media communities, engaging with followers, responding to comments, and addressing customer inquiries and concerns promptly and professionally.
 - Conducted regular performance analysis using social media analytics tools to measure campaign effectiveness, identifying areas for improvement, and implementing optimization strategies.
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