



# Krystal Salvent

## Events and Social Media Specialist



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[LinkedIn](#)

### ACHIEVEMENTS

- Designed and implemented a global online sweepstakes with trademark swag, online giveaways, and on-the-ground events experiences, increasing subscription sales worldwide by 15%.
- Led on-the-ground activations with NYRR and local NYC minority-owned businesses for the NYC marathon, increasing awareness and local business stewardship.
- Quarterbacked a seasonal campaign selling 132 units (73%) in the first three weeks of launch.

### TOOLS & SKILLS

**Language:** Fluent Spanish

**Project Management & Productivity**

**Tools:** Google Workspace, 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

### CERTIFICATIONS

**Social Media Manager**

Hootsuite

**Project Management**

Google via Coursera

**Brand Strategist**

Section4

**Google Analytics**

Google

### PROFILE

Savvy marketer well versed in operations and go-to-market strategies, driving remarkable results such as a 20% increase in quarterly sales and a 15% improvement in user engagement. My experience working with high-growth startups has honed my marketing skills, enabling me to lead successful online and in-person campaigns. I leverage data to drive brand awareness and conversions, utilizing campaign planning, topic research, content management, and performance monitoring to deliver optimal results.

### EXPERIENCE



**INSPIRATO SR. BRAND MARKETING MANAGER**  
Oct 2023 - Oct 2023 Contract

- Drove seasonal marketing roadmap, outlining themes, product launches, and key channels, resulting in a 15% increase in user engagement.
- Executed seasonal go-to-market campaigns (direct mail, web, paid media, email, events, editorial, etc.) to grow audience, increasing customer engagement by 15%.
- 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**  
Apr 2022-Jun 2023

- 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, identify areas for improvement, and implement optimization strategies.
- Assisted in developing and implementing social media strategies to increase brand awareness and engagement.
- Assisted in managing influencer partnerships and collaborations, including identifying suitable influencers, negotiating partnerships, and tracking campaign performance.