

KRYSTAL SALVENT

MARKETING SPECIALIST



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[LinkedIn](#)



[Portfolio](#)

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.
- Increase engagement by 22% for Strava's global social media channels.

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 via Coursera

PROFILE

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 agency partners in-house Creative, Product, Growth, Sales, and MarTech teams.

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 10% 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 8%.
- 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.