

Kristina Moy

kristinamoy@gmail.com | [Website](#) | [Freelance Art](#)

EXPERTISE:

Demand Generation, Email Marketing, Media Planning, Campaign Reporting, QAing, A/B Testing, Marketing Automation, Lead Management, Project Management, SEO, SEM, Content Marketing, Event Planning, Sponsorship Fulfillment, Budgeting

CORPORATE EXPERIENCE:

Monotype

Woburn, MA

Marketing Specialist- Revenue Marketing (Jun. 2015-Present)

- Supports demand generation programs and events for brand & design, embedded, mobile engagement and user-generated content solutions (15%-20% of influenced opportunities)
- Helps run webinar series: planning, setup, promotions and execution
- **Paid Advertising:** key strategist/liason for media planning, AdWords or other paid initiatives
 - Analyzes campaign progress and offers recommendations to optimize as needed
- **Marketing Operations:** data cleansing, naming conventions, lead scoring, list uploads, program automation, email sends, lead management and Marketo/Salesforce troubleshooting
 - QAs landing pages, emails and media assets for all campaigns before going live
- **Project Management:** Tracks campaign timelines, workflow tasks and proofing for all promotions, email campaigns and events
 - Documents best practices/workflow processes and tracks budget and invoices for all marketing activities
 - Assists with logistics for events such as type tours, seminars and sales events
- **Reporting:** Tracks KPIs on dashboards and generates weekly reports for all emails & campaigns
 - Monitors website traffic via Google Analytics and Heap Analytics

COMSOL, Inc.

Burlington, MA

Marketing Assistant- Events (Nov. 2014-Jun. 2015)

- Assisted in executing 40+ product [workshops](#) and training courses per month within Central/Eastern U.S. and Canada (50% of total company leads)
 - Worked with technical sales managers to forecast events and target territories
 - Handled logistics for meeting spaces, catering, technology, shipping, budgeting and invoicing, registration, lead tracking and processing, etc.
 - Sent 30+ weekly targeted email blasts via 4D and performed cold calling
 - Processed attendee leads, sent free trial codes and generated weekly progress reports
- Owned trade show & exhibition logistics: sponsorships and contracts, budget and invoices, staff attendees, booth necessities, content and branding, handling material shipping, social media messaging, lead collection & uploads into database, etc.
- Supported annual COMSOL conference: Boston Explore off-site event logistics

Bit9 + Carbon Black (now Carbon Black)

Waltham, MA

Marketing Coordinator- Events & Lead Generation (Oct. 2013-Nov. 2014)

- **Events:** Executed 40+ field/regional channel partner and corporate events per month within the U.S. and Canada (attributing to 30% of total company leads)

- Collaborated with event organizers, channel partners, vendors and 50+ sales reps on messaging, objectives and goals
- Coordinated event logistics: sponsorships/speaking sessions, promotional strategy, event timelines, material shipping, badges and lodging, technology, invoicing, etc.
- Updated event calendars and fulfilled requests for channel SPIFF incentive program
- Tracked inventory for company collateral, booth materials and giveaways
- **Lead Generation:** Managed Salesforce campaigns to track marketing program goals and ROI
 - Collected, scrubbed & uploaded all event leads into database for U.S., Canada and EMEA
 - Sent outreach to sales about recent activities and lead follow-up process
 - Ensured lead follow-up complied with lead scoring protocols and sales op processes

NON-PROFIT EXPERIENCE:

International Quidditch Association (now US Quidditch; 2010-2013) Various Locations, USA
Conventions Manager (Mar. 2010- Dec. 2013)

- Arranged event programming to promote quidditch to pop culture events and festivals such as [Comicpalooza](#), [C2E2](#), [LeakyCon](#), [San Diego Comic Con](#), [NYCC](#), [RI Comic Con](#), [Calgary Comic Expo](#), [LA Comic Con](#), NYC Medieval Festival and various Harry Potter conventions
- Negotiated sponsorship deliverables with event organizers and Developed and directed event timelines, logistics and master marketing plan for all events
- Recruited and supervised IQA conventions coordinators, official teams & event volunteers
- Produced content such as articles, event summaries and social media posts

Northeast Regional Director (Mar. 2011- Dec. 2012) Northeast USA

- Supervised 7 state representatives to support active and new teams & expand quidditch outreach in the region
- Developed regional content & reports, circulated via website, social media & email
- Acted as Tournament Director to execute annual Regional Championship Tournament

Northeast Regional Championship Co-Tournament Director (Aug. 2012- Nov. 2012) Newport, RI

- Commissioned a 2-Day quidditch tournament for 24 official teams & 2000+spectators at Fort Adams State Park's historical fort
- Worked with venue staff, visitor's bureau, travel agency & third parties for event planning, financial budget, license agreements and other necessary paperwork
- Hired and guided Regional Championship Committee members to lead different departments (Gameplay, Hospitality, Logistics, HR, Marketing, etc.)
- Administered event timeline, marketing plan, logistics checklist and processes needed to complete tasks within each department
- Shaped event branding & marketing: messaging, website layout, social media, merch designs/inventory, direct promos (billboard, newspaper, etc.)

National Association for Community College Entrepreneurship Springfield, MA
Member Support Coordinator (Nov. 2011- Nov. 2012)

- Provided IT support for NACCE and annual conference websites and online store
- Produced monthly webinar program
- Released organization communications such as social media posts, podcasts, press releases, e-newsletters and generated weekly metrics for all activities

- NACCE2012 Conference (Chicago, IL): created awards, presentation and registration processes, executed sponsorship fulfillment and oversaw NACCE bookstore & entire exhibit hall on-site

CREATIVE EXPERIENCE:

Black Out Art

Acton, MA

Freelance Illustrator & Graphic Designer (Mar. 2009- Present)

- Creates and sells hand-made products online and on-site at conventions & craft fairs
 - Completes commission art for customers and as donations to fundraise for charities
 - Designs graphics and branding for websites, banners, print collateral, etc.
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EDUCATION:

Isenberg School of Management, University of Massachusetts Amherst

Bachelor of Business Administration May 2010

Major: Marketing Minor: Studio Art Cumulative GPA: 3.679

TECHNICAL SKILLS:

Computer: Macs and PCs, Microsoft Office, Adobe Suite, HTML, CSS, social media (paid and organic-Facebook, Twitter, Instagram), Google Analytics certified

Systems and Tools: Marketo, SalesForce, Google Drive, Google Adwords, Google Analytics, Heap Analytics, GotoWebinar, Litmus, Wistia, Zoom, Slack, Asana, Trello, Hootsuite, Confluence, JIRA, 4D, Eloqua, YourMembership, Constant Contact, Cvent, Squarespace, Wordpress, Smartsheet, Zoho

Art: Drawing, Painting, Photography, Printmaking, Screen Printing, Digital Art, Graphic Design, Hand-lettering, Digital Printing & Bindery, Typesetting, Proofing