

Kyrsten Braun

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MARKETING COMMUNICATIONS EXPERT SEEKING CHALLENGING NEW ROLE

BRAND OPTIMIZER | CONTENT CRAFTER | IDEA GENERATOR | INNOVATIVE THINKER | INVENTOR

Overview

- Detail-oriented writer, editor and proofreader, committed to crafting clear, concise and error-free content that adds value for the audience and, ultimately, increases revenue.
- Confident collaborator who regularly interacts with leaders, subject matter experts, and legal and tax specialists, as well as external agencies and industry experts, to gather in-depth insights and technical details, write digestible, reader-friendly content and complete rigorous approval processes.
- Passionate innovator who easily comprehends and retains complex information, comes up with original ideas, invents products (one patent so far: #7,398,572), and has a never-ending desire to learn and do more.
- Consummate overachiever who constantly looks for new opportunities to streamline processes, improve results and optimize brands.

Experience, Knowledge and Skills

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Professional) | Advertising | App Development | AP Style | Banner Ads | Branding | Brochures | Budgeting | Case Studies | Content | Digital Marketing | Direct Mail | e-Books | e-Brochures | Editing | Editorial Planning | Email Campaigns | e-Newsletters | Graphic Design | Infographics | Inventing | Integrated Marketing | Interactive Experiences | Landing Pages | Lead Generation and Nurturing | Mac Operating Systems | Magazine Management | Marketing Automation | Marketing Calendars | Messaging | Metrics and Reporting | Microsoft Office (Word, PowerPoint, Excel, Outlook) | Newsletters | Press Checks | Press Releases | Product Launches | Project Management | Proofreading | Publications | QuarkXPress | Radio Broadcasting | Research | Salesforce | Sales Literature | Segmentation | Strategic Planning | Supervising | Tradeshows | Training | Vertical Marketing (Financial Services/Insurance, Healthcare, Education, Small Businesses, Government) | Videos | Webinars | Website Design | White Papers | Windows Operating Systems | Writing

Work Style and Personality

Accountable | Collaborative | Confident | Creative | Curious | Dedicated | Dependable | Detail Oriented | Enthusiastic | Flexible | Focused | Friendly | Helpful | Honest | Innovative | Intelligent | Knowledgeable | Motivated | Organized | Passionate | Positive | Resourceful | Responsive | Results Driven | Self-Sufficient | Strategic | Thoughtful | Unflappable

Employment History

2013 - 2015 | Marketing Communications Manager

HID Global | Eden Prairie, MN

- Led all marketing communications initiatives for North America, including strategic planning and budgeting, messaging, creative execution, evaluation, reporting, ongoing tracking and updates.
- Managed multi-touch-point lead-generation campaigns, promoting diverse products and services to key industries, such as healthcare, government, financial services and education.
- Created digital assets and promotional communications, including emails, landing pages, webinars, videos, interactive experiences, product apps, white papers, case studies and e-brochures.
- Developed communications to support product launches, including webpages, datasheets, customer letters and sales bulletins.
- Oversaw strategy, theme and messaging for tradeshow and led diverse teams to execute related plans.

2005 - 2013 | Communications Manager

Ameriprise Financial | Minneapolis, MN

- Oversaw social media programs for company, including subscription-based service for advisors, and developed content for posts.
- Managed and developed all marketing and educational content for corporate website.
- Served as managing editor for key publications, including monthly e-newsletter, quarterly direct mail program and award-winning magazine for high-value clients.
- Regularly collaborated with subject matter experts, legal and tax advisors, industry experts and outside agencies to develop content and materials.
- Created brand, messaging and style guidelines for use throughout organization.

2000 - 2005 | Senior Communications Specialist

Travelers | Saint Paul, MN

- Oversaw all marketing communications initiatives for the Financial and Professional Services Division, primarily focused on banks, insurance companies, legal professionals and architectural firms.
- Collaborated with department leaders to review business objectives, develop strategic marketing plans and implement creative communication solutions to achieve goals.
- Worked with subject matter experts and outside agencies to create sales literature, white papers, newsletters and other materials to promote products and services.
- Developed content for public and employee websites.
- Managed advertising campaigns in numerous national and regional publications.

Education

Concordia College, Moorhead, MN | **BA – Communications | Minor – Spanish**

Brown Institute, Minneapolis, MN | **Broadcasting Certificate**

Financial Industry Regulatory Authority (FINRA) | **Series 7 License**

Awards

Ameriprise Financial Magazine | **Magnum Opus Award – Best Editorial**

Ameriprise Financial Magazine | **Mutual Fund Education Alliance STAR Award**

Ameriprise Financial Magazine | **Communicators Award**

Travelers Brochure | **Insurance Marketing Communications Association Award**

Travelers Presentation | **American Society of Professional Communicators Award**