

Kyrsten Braun

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SEASONED MARKETING COMMUNICATIONS PROFESSIONAL

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

Overview

- Highly motivated, seasoned professional with in-depth experience in all aspects of marketing communications, well-armed to instantly add value at any organization.
- Big-picture thinker and hands-on doer with exceptional ability to immerse self into audience perspective to create the ultimate end-user experience.
- Confident collaborator who regularly interacts with leaders, business partners, subject matter experts and others to gain insights on products and services, diverse audiences and industry trends and applies that knowledge to thoughtfully deliver strategic marketing solutions.
- Constantly curious creator 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 continually looks for new opportunities to streamline processes, improve results and optimize brands.
- 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.

Experience, Knowledge and Skills

Strategic Planning | Brand Positioning and Messaging | Lead Generation Campaigns | Digital Marketing | Product Launches | Project Management | Results Tracking, Analysis and Reporting | Budget Management | Website Design and Content | Social Media | Email and Print Publications | Videos | App Development | Sales Literature | White Papers | Case Studies | Tradeshow | Advertising | Staff Management and Coaching | Writing | Editing | Graphic Design | Broadcasting | Inventing | Adobe Creative Suite | QuarkXPress | Microsoft Office | AP Style

Work Style and Personality

Motivated | Intelligent | Focused | Results Driven | Creative | Responsive | Helpful | Confident | Enthusiastic | Reliable | Autonomous | Collaborative | Detail Oriented | Organized | Honest | Thoughtful | Friendly | Consistently Positive | Resourceful | Accountable | Flexible | 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.
- Led development of 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 related posts.
- Managed and developed all marketing and educational content for corporate website.
- Served as managing editor for key publications, including monthly e-newsletter and quarterly direct mail program, as well as award-winning magazine for high-value clients.
- Regularly collaborated with subject matter 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, focused on banks, insurance companies, legal professionals and architectural firms.
- Collaborated with business 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 promotional literature, white papers, newsletters and other materials to support sales team.
- Developed and managed 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**