

Kristine K Bienema **Digital Communications Management and Strategist**

Punta Gorda, FL

KKBMediaPro@gmail.com

941.204.9482

Marketing & Communications Specialist **KKBMediaPro – Punta Gorda, FL** May 2015 to Current

- Social media marketing and promotional materials for restaurants, retail, churches, bands, club events, and real estate announcements.
- Maintained websites to ensure they are up-to-date, accurate, and fully functional, addressing any errors and fixing broken links promptly.
- Booked entertainment 1-3 months in advance, ensuring no scheduling conflicts and weekly confirmation with each performer.
- Maintained website (Google) calendars.
- Compose copy and content creation for weekly and monthly eNewsletters.
- Designed images for sanctuary large projection displays.
- Created and produced flyers for live musical performances and special events.
- Designed 24x30 posters, showcased in the narthex shadowbox exhibits.
- Supported ministry teams in creating various materials for current members and engaging families new to the community.

Director of Marketing/Communications/Media Content (7 Brands) **Stainton Corporation - Punta Gorda, FL** September 2015 to November 2023

- Ensured website accuracy by promptly updating price changes, feature adjustments, and upcoming event details.
- Built and maintained image databases for website and social media.
- Designed and produced all sales materials.
- Created engaging product copy for website sales.
- Developed new company divisions, focusing on specialty niches.
- Demonstrated advanced skills in AI-driven image creation and editing.
- Copywrite and production of eNewsletters.
- Designed magazine and newspaper display ads.
- Maintained brand message, integrity, and consistency throughout all media, effectively driving brand awareness.
- Basic analytics. SEO competitor analysis (SEMrush).
- Created and queued social media content.
- Social media community moderator.
 - Responded daily to customer inquiries and social media posts.
- Responded to Google, Facebook, TripAdvisor reviews and corporate correspondence.
- Optimized inventory control, order processing, shipping, fulfillment, and online sales reports.
- Created job postings that effectively captured the interest and hiring of qualified candidates.

- **Community Communications Manager**
SaddleBrooke One - Tucson, AZ August 2009 to October 2014
- Editor of *The Communicator*, a 24-page monthly community business news and event magazine.
- Copywriter and visual content creator of regional (golf) magazine ad layouts.
- Created Pro Shop ads for brands such as NIKE Golf, FootJoy, Outer Banks, PING, Callaway Golf, Ashworth, Perry Ellis International, Cutter & Buck, Charles River and TaylorMade.
- Managed the email database for over 6,000 residents.
- Created golf tournament merchandise from glassware to t-shirts.
- From 2009-2013 promoted the Homeowners Association employee appreciation event, raising over \$84,000 in staff recognition donations.
- Worked with a software developer to create a community specific real estate module.

Client Experience Specialist

TRW Construction – Atlanta, GA

Serving as the CX specialist for Wolf/Ritz Camera (1200 locations) and Friedman's Jewelers (645 locations) from Hawaii to Portland, Maine.

- Provided exceptional commercial client services.
- Scheduling and follow-up for commercial repair and new construction in plumbing, electrical, entrance gate/grille, and air conditioning repair and installation.
- Successfully scheduled timely delivery of new construction materials and repair services to various locations nationwide, for malls and freestanding locations.

Bachelor of Science Business Marketing/Management

Consumer Behavior

- Florida Metropolitan University, University of Central Florida, Art Institute of Atlanta

CORE COMPETENCIES

- Meticulous organizational skills.
- Proactively takes initiative.
- Promoting teamwork and customer engagement through relationship-building.
- Personal credibility.
- Efficient working autonomously (past nine years, private office).

RESOURCES

- Fully equipped remote office.
- Highspeed Internet (22.0 Mbps upload/46.2 Mbps download).
- Quad-monitor workstation.
- Photoshop
- WordPress (novice)