

KRISTEN BUNTING

MARKETING COMMUNICATIONS PROFESSIONAL

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PROFILE SUMMARY

Dynamic and innovative marketing professional with extensive experience in crafting and executing strategic marketing and communication initiatives. Expertise spans multi-channel communications, print and digital design and impactful presentations. Proven track record in boosting brand visibility, fostering team and community relations, and delivering creative solutions with a collaborative and approachable style.

PROFESSIONAL SKILLS

- **Internal & External Communications:** Developing compelling messages for diverse audiences, crafting employee engagement campaigns
- **Content Creation & Management:** Writing and editing whitepapers, web pages, newsletters and other marketing collateral
- **Project Management:** Managing multiple projects in fast-paced environments, ensuring on-time and high-quality delivery
- **Cross-Functional Collaboration:** Working with product, sales, and executive teams to align marketing strategies and drive results
- **Marketing Analytics:** Monitoring campaign performance and social media engagement
- **Marketing Automation & CRM:** Proficiency with marketing automation tools and CRM platforms
- **Design & Creative:** Mobile app development, graphic design, web design, digital signage and branding
- **Social Media Management:** Content creation, community engagement and growth strategies for social platforms
- **Content Management Systems (CMS):** Experienced with SharePoint, internal intranet management and web content
- **Stakeholder Engagement:** Collaborating with senior leadership to craft effective messaging and drive organizational goals
- **Technical Proficiency:** AI, Adobe Creative Suite, Microsoft Office, SharePoint, Canva, PowerPoint, Web Development, Prezi

EXPERIENCE

Director of Marketing & Communications

May 2015 – Current

Princess Anne Country Club

Virginia Beach, VA

- Spearhead the club's marketing and communication strategies from concept through execution, ensuring brand consistency across all channels.
- Act as brand ambassador, creating and maintaining a cohesive brand identity with a comprehensive style guide.
- Collaborate with c-suite executives, department heads and external vendors to deliver a unified brand experience.
- Overhauled marketing materials including logo, website, mobile app, email templates and social media content, resulting in a 49% increase in email campaign open rates.
- Developed and maintained branded templates and marketing assets using Adobe Creative Suite and PowerPoint, ensuring creative consistency and high-quality design execution across digital and print channels.
- Grew Facebook Page Likes by over 311% and launched an Instagram profile with 2,500+ followers.
- Managed a social media intern for the past four years, providing mentorship and guidance to enhance social media presence and content creation.
- Implemented digital solutions that cut annual costs by \$30K and boosted efficiency, including digital newsletters and signage.

Marketing Coordinator

May 2013 – May 2015

HDR, Inc.

Norfolk, VA

- Coordinated a high-profile \$40M project presentation involving senior executives and multiple stakeholders.
- Awarded HDR Pathfinders Award for Community Service for leading charity initiatives and staff engagement.
- Managed responses to RFPs, corporate client events, and professional photography; developed a SharePoint website for project management.

Owner
Design Nectar, LLC.
Virginia Beach, VA

January 2010 – May 2013

- Marketing design firm providing digital design, visual design, graphic design, marketing email campaigns, social media campaigns and corporate branding
- Responsible for client recruitment, account management, marketing strategy and design

Marketing Coordinator / Web Master
HBA Architecture & Interior Design
Virginia Beach, VA

January 2007 – January 2010

- Enhanced firm's corporate identity to modernize their presence by redesigning their website, business cards, presentations, email campaigns, stationary, advertising, brochures, proposals and annual reports
- Collaborated with senior executives to develop and execute marketing and communications strategies
- Composed interview presentations, including PowerPoint decks and print collateral
- Organized professional photography of completed architectural projects
- Mediated customer and community relations activities (corporate gifts, charity events, etc.)
- Prepared responses to federal, state and private sector Request for Proposals (RFPs)

Web Developer
PROSOFT
Virginia Beach, VA

January 2001 – January 2007

- Awarded corporate recognition for developing and implementing a new Human Resources Campaign for employee recruitment, retention and satisfaction
- Customized and maintained over 140 Reserved Officers Training Corps (ROTC) battalion websites
- Established a national digital e-newsletter and digital e-cards (mini websites) utilizing Flash, streaming video and external file downloads
- Designed and branded a variable span of Army ROTC print marketing media

Media Lead
Rievent Technologies
Virginia Beach, VA

January 2000 – January 2006

- Originated corporate branding for Rievent, a healthcare CME/CE software development company, including: logo, website, business cards, emails, stationary, print marketing and digital marketing
- Produced creative artwork, HTML, Dreamweaver and Flash animation to design and produce multi-media medical CME/CE presentations
- Created graphic and web design for all corporate marketing

EDUCATION

Bachelor of Arts
Virginia Wesleyan University
Major: Communications | Concentration: Media

Marketing Strategy Certification
Cornell University | 2023

AWARDS

- WTKR News Channel 3 People Taking Action Award — Polar Plunge Leadership, 2020
- One of 10 individuals invited to join NorthStar's exclusive Member Experience Advisory Group
- Princess Anne Country Club Model of the Motto Award, 2020
- HDR Pathfinders Award of Excellence for Community Service, 2015
- PROSOFT Corporate Award for Human Resources Campaign, 2006
- PROSOFT (2) Army Letters of Commendation, Major General Winfield, Fort Monroe, 2005, 2006