

KRISTIN KING

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EDUCATION

Texas A&M University, Mays Business School: College Station, TX

Master of Science in Marketing: May 2005 - GPR: 3.875

Bachelor of Science in Agribusiness: December 2003 - GPR: 3.68

EMPLOYMENT

KING COMMUNICATIONS

Wiesbaden, Germany

Communications Consultant (December 2014 – Present) – Provide freelance marketing, communications, event management and branding services to clients on a contract basis.

- Developed website, save-the-date, invitations, table sponsor packets, auction packets and press release for the George Bush Foundation's 2015 Vintner Dinner and Wine Auction, including integrating new branding and design standards into materials. Consulted on strategy to increase attendance and sponsorship at event.
- Managed event communications and pre-event media communications for William Waldo Cameron Forum event featuring three former members of the Bush Administration

GEORGE BUSH PRESIDENTIAL LIBRARY FOUNDATION

College Station, TX

Director, Communications & External Relations (June 2013 – December 2014) – Served as lead spokesperson and communicator for nonprofit foundation representing George H. W. Bush, 41st President of the United States.

- Led strategic project to rebrand the George Bush Foundation (Foundation), the George Bush Presidential Library and Museum (Library) and the George Bush Presidential Library Museum Store as a cohesive unit. Presented final product and recommendations directly to President Bush and was granted approval for implementation.
 - o Conducted extensive competitor and peer market research and executed merger of three entities under a "Bush 41" brand to clarify market position and streamline communications
 - o Collaborated with design firm to develop a logo system, providing consistent visual identity for the three entities
 - o Led major project to combine the websites for the Foundation and the Library into one comprehensive site, Bush41.org, to provide a "one stop" solution for the public seeking information on activities and information on the George Bush Presidential Library Center
 - o Developed and executed a streamlined social media strategy for the Foundation and Library, reducing repetition in postings, maximizing reach and providing clear, consistent messaging; worked directly with Twitter and YouTube to implement technical aspects of merging and verifying social media accounts
- Developed and coordinated all event marketing, promotions and materials, including marketing strategy, web presence, invitations, programs, emails, signage, and gifts. Managed media relations for all events, including press releases, media advisory, secret service credentialing, on-site media coordination and post-event follow-up. Sample events include:
 - o Vintner Dinner and Wine Auction, November 2013 and November 2014 – Annual major fundraising event with 500+ attendees, each raising more than \$550,000
 - o 25th Anniversary of the Presidency of George H. W. Bush – Three-day conference in April 2014 featuring panel discussions covering significant policy initiatives during the Bush 41 Presidency
 - o *A Portrait of My Father*, launch of memoir written by George W. Bush on his father, George H. W. Bush
 - o *41ON41*, documentary featuring 41 speakers telling personal stories of Bush 41; launch events held in College Station, Texas, New York City - CNN screening room and Washington, DC – Motion Picture Association of America Screening Room
- Served as the spokesperson for the Foundation, acting as the primary point of contact for all media requests and inquiries
 - o Worked with major news agencies (Fox News, C-SPAN, Yahoo News, Washington Post, New York Times) to provide coverage on events, including coordinating 1:1 interviews and live-streaming
 - o Appeared on local TV news in live interviews to promote Foundation events and activities; wrote monthly summary columns for *The Eagle* newspaper promoting upcoming events of the Bush Center
 - o Coordinated with the Office of George Bush, Texas A&M University, and other state and federal agencies to prepare crisis communications strategy necessary for the future state funerals for President and Mrs. Bush

MAYS BUSINESS SCHOOL: OFFICE OF THE DEAN (NOVEMBER 2009 – JUNE 2013)

Director, Communications & Alumni Relations (February 2012 – June 2013) - Served as lead communicator for Mays Business School. Lead centralized communications group for Mays Business School. Provided strategic leadership and oversight of communications, marketing and alumni relations functions for the college.

- Strategic leadership of Mays communications team

- Developed and implemented a comprehensive initiative to centralize marketing, communications and alumni relations at the college level
 - Researched, presented and gained buy-in for centralizing the Mays communications team, designing the team to be a high quality service provider for the college as a whole
 - Created and implemented a staffing restructure, including realigning one existing position to focus on marketing, and creating and hiring for a new position to focus on alumni relations
 - Developed a set of guidelines and procedures for the creation of marketing materials that requires coordination with the communications team, ensuring consistency and high quality across all college units

- Marketing, Communications & Alumni Relations

- Supervised and led a staff of four full-time direct reports – marketing coordinator, alumni relations coordinator, staff writer and web communications specialist – who as a team are responsible for the following college-wide initiatives for Mays Business School:
 - Writing, editing and producing publications created to strengthen the Mays brand
 - @Mays magazine: bi-annual alumni magazine distributed to 51,000 constituents
 - Business Research in Action: bi-annual publication illustrating impact of research
 - Benefactor: annual report sent to all donors
 - Mays Business Online: monthly e-newsletter sent to a subscriber list of over 3,500
 - Mays Weekly – weekly internal newsletter for all faculty/all staff
 - Promoting Mays in the media through strategic public relations efforts
 - Create media releases for major news outlets
 - Collaborate with other Texas A&M and external entities to promote cross-functional partnerships
 - Coordinating and leading marketing efforts to ensure appropriate implementation of brand strategy and standards
 - Development and maintenance of Mays website (mays.tamu.edu) and Mays news website (maysbusiness.tamu.edu)
 - Promotion of Mays through social media, including a presence on Facebook, Twitter, LinkedIn, Flickr, YouTube, iTunesU
 - Strategic development and creation of all marketing collateral, including brochures, fliers, signage and promotional items for units
 - Creation and management of advertising strategy, content and artwork for units
 - Coordinating and leading all alumni relations activities for the 51,000 Mays former students to ensure quality data management, event management and communications standards
 - Advancing development efforts of college through donor recognition, event management, building signage, and creation of development materials to support fundraising goals of the college

- Branding Initiatives

- Led implementation of college-wide re-branding initiative to comply with Texas A&M's newly created standard brand architecture, including:
 - Redeveloping all marketing/communications collateral, signage and other visual identity elements to comply with new standards
 - Creating new processes to ensure compliance with brand standards
- Collaborated with cross functional team to develop branding plan for Mays Business School's newly built facility in Houston, including all artwork, signage, layout and design decisions
 - Created branding plan to ensure space was an appropriate representation of Texas A&M University, and a value-added element of the MBA programs housed in the space
 - Invited to participate in University-wide committee to create and manage marketing of new capital campaign. Along with the committee, crafted and reviewed request for proposals for strategic consulting from leading marketing firms to assist in framing the messages of the campaign

Associate Director, Strategic Marketing & Alumni Relations (November 2009 - January 2012) – Provided strategic leadership of marketing and alumni relations for Mays Business School, and developed initiatives and programs to support these functions.

- Marketing

- Served as Mays representative to a University-wide multi-disciplinary task force to create new standardized logo architecture for Texas A&M University; developed re-branding strategy for Mays to implement new standards
- Created/implemented strategic marketing plan for Mays, and collaborated with constituents in the college to oversee and develop marketing/communications/promotions strategies to support unit and Mays strategic goals
 - Aligned the visual identity of Mays units, including building and implementing a consistent logo structure, color palette, and use of Texas A&M University brand standards
 - Wrote new content and provided strategic input to webmaster on design for Mays websites, including Center for Executive Development, Graduate Business Career Services, Center for New Ventures and Entrepreneurship, Aggies on Wall Street, MS-Finance Trading Risk & Investments program, Business Honors, and Masters in Real Estate
 - Developed new print materials for Mays units, including:
 - Corporate development brochure and program report for the Center for Executive Development
 - Student recruitment brochures for Business Honors, MS-Finance Trading Risk and Investment program, and Center for New Ventures and Entrepreneurship graduate certificate
 - Provided strategic leadership to advertising/promotion campaigns for MBA/Executive MBA programs and other Mays units
- Worked with key constituents to develop recommendations currently under consideration for renovations to the Mays building to improve the experience of students and visitors; recommendations include new equipment and content for our video wall, improved signage and information for visitors, and a new student study area
- Created and chaired Mays Communications Council to increase the efficiency/effectiveness of our internal communications, support professional development and training of Mays staff, and ensure consistency and quality standards across college marketing efforts
- Built relationships with key constituents at Mays, Texas A&M Marketing & Communications, and local media to ensure efficient and effective promotion of Mays news
 - Developed media relations strategy for the August 2011 Entrepreneurship Bootcamp for Veterans program that resulted in extensive coverage by local television and radio of the event

- Alumni Relations & Event Coordination

- Developed alumni relations and communications strategy to foster affinity, build relationships; utilized social media and targeted email campaigns to connect with specific stakeholder groups
- Initiated partnership with Texas A&M University's Association of Former Students to streamline collection, maintenance, and utilization of former student contact information to support alumni relations efforts of Mays
- Developed vision and strategy, planned, and implemented events to support Mays strategic goals and foster relationships with former students to support Mays development efforts
 - Annual Expert Panel: fall event held annually in Houston at the Federal Reserve Bank; topic-specific event designed to provide former students and the public access to faculty and experts on business critical issues (2009 – Exploring the Financial Crisis, 2010 – The Business of Health, 2011 – The Future of Energy). Built event from 100 attendees in 2009 to more than 350 in 2011
 - Business Honors Tailgate BBQ –event designed to develop relationships with Mays Business Honors program alumni, current students, and parents – a strategic development priority of Mays. Currently 205 registered, and expecting more than 250 attendees for the event scheduled for Oct. 15, 2011
 - Mays Summer Learning Seminar –Life-long learning event featuring key faculty from Mays –more than 150 attendees in the first year – June 2011
- Coordinated all details of November 2010 visit to Mays by Indra Nooyi, CEO of PepsiCo, including pre and post communications, event staging, media relations, itinerary and guest list management
- Executed major event to celebrate the launch of a new professional MBA program in Houston, including over 35-campus VIPs, current/former students, corporate partners, local civic and business leaders, and prospective students

MAYS BUSINESS SCHOOL: MBA/EXECUTIVE MBA PROGRAMS (SEPTEMBER 2005 – NOVEMBER 2009)

Assistant Director, Alumni & External Relations

- **Created and implemented strategic marketing plan for MBA/Executive MBA programs**
 - o Designed and administered a \$350,000 annual marketing budget to promote MBA and Executive MBA Programs
 - Researched media and placement opportunities, developed advertising/promotion strategies, negotiated advertising contracts, and managed institutional purchasing process to implement advertising plan
 - o Led initiative to re-brand the MBA and Executive MBA programs to leverage Texas A&M brand equity
 - Developed new print marketing materials (brochures, supplemental information sheets, logo items) and websites under new brand and naming conventions
 - Worked with professional designers to develop marketing pieces, advertisements (print, email, other media) brochures, and mailings to promote the MBA and Executive MBA programs
- **Directed communications for unit (MBA/EMBA/GBCS)**
 - o Developed a comprehensive communications protocol and executed this protocol to distribute news to constituents
 - o Coordinated with the Texas A&M University Marketing & Communications office and the Mays Business School Dean's office to create, promote and distribute news stories
 - o Planned and coordinated communications aspects of unit events, including arranging photography, signage, invitations and programs
- **Coordinated participation of MBA/Executive MBA programs in major national rankings (2008 – 2009)**
 - o Acted as the primary point of contact for ranking organizations including Financial Times, Business Week, US News and World Report and Princeton Review
 - o Acted as a liaison between colleagues in multiple functions to gather accurate data for ranking submissions under strict deadlines
 - o Gathered, updated and submitted alumni contact information to ranking organizations and develop communications to alumni regarding ranking surveys
 - o Analyzed ranking results with a focus on identifying areas of improvement for our programs
- **Administered alumni relations program**
 - o Planned and hosted alumni events (conferences, regional social functions) to increase interaction of MBA and EMBA alumni with current students, other alumni, and Mays Business School
 - o Maintained and continuously improved the Mays MBA Network website - report current news, maintain calendar of events, update website content/design
 - o Developed strategies using technology to increase alumni interaction (ie: LinkedIn alumni group)
- **Managed class gift programs**
 - o Worked with graduating MBA and EMBA students to elect a class gift committee, decide specifics of the class gift, and create and submit all necessary paperwork to the Texas A&M Foundation
 - o Communicated to classes with current class gifts to encourage annual giving

INTERNATIONAL PROGRAMS OFFICE: INSTITUTE FOR PACIFIC ASIA (APRIL 2005 – AUGUST 2005)

Administrative Assistant

- Managed daily operations of the Institute by handling inquiries, being the point of contact for the office
- Coordinated programs as needed – projects included coordinating a State Department citizen exchange with a \$200,000 budget, completed a marketing study of Texas A&M China activities, planned and prepared for the China – U.S. Relations conference in Beijing set for November 2005, and assisted international visitors to the Texas A&M campus
- Provided administrative support to the Director

INTERNSHIPS AND GRADUATE ASSISTANTSHIPS

THE REAL ESTATE CENTER AT TEXAS A&M UNIVERSITY (FALL 2003–MARCH 2005)

College Station, TX

(The largest publicly funded real estate research center in the nation)

Research Assistant

- Researched real estate development, changes in business climate, employment data, census results, demographic data and growth patterns in three Texas Metropolitan Statistical Areas
- Compiled pertinent research into news articles posted on website with 126,000 visitors per month

INSTITUTE FOR SCIENCE, TECHNOLOGY & PUBLIC POLICY (SUMMER 2004)
(A public policy research center in the Bush School of Government and Public Service)

College Station, TX

Communications Intern

- Wrote and compiled copy, designed layouts and chose materials for series of print materials
- Developed SWOT analysis, industry analysis and long-term marketing plan for the Institute

CONGRESSIONAL INTERN: REPRESENTATIVE HENRY BONILLA (SUMMER 2003)

Washington, D.C.

Agriculture and Natural Resources Policy Internship Program, Texas A&M University

- Assisted in building constituent relations through casework research, correspondence, and personal interaction
- Developed professional administrative and communication skills through daily office duties and special projects

COMMUNITY INVOLVEMENT

MOTHERS OF PRESCHOOLERS (MOPS) OF WIESBADEN

Co-Coordinator (2015-Present)

- Lead the local chapter of MOPS, a community of women with children of preschool age, focusing on serving the active-duty military and Department of the Army civilian community of Wiesbaden
- Develop meeting curriculum, create promotional materials, recruit new members and lead meetings for more than 50 local mothers

HAINERBERG ELEMENTARY SCHOOL PTO – WIESBADEN

Membership Chair (2015-Present)

- Create and execute recruitment strategy for new PTO members
- Track memberships and provide membership data to executive committee

JUNIOR LEAGUE OF BRYAN-COLLEGE STATION (2007- 2014)

Nominating and Placement Committee – (2012-2014)

- Advise and mentor Supersellers committee as part of elected committee of Junior League leaders

Special Olympics Fall Classic – Chair (2011-2012)

- Managed a committee of nine members working to recruit 150 volunteers, and managed event activities for annual Special Olympics Fall Classic held in College Station

Supersellers (Development) Committee

- Personally secured over \$10,000 in corporate sponsorships for Junior League Charity Ball and Bargain Blitz

FIRST PRESBYTERIAN CHURCH - BRYAN

Radical Hospitality committee (2011)

- Worked as part of a 10-member committee to submit recommendations for fostering a welcoming, loving community for church visitors and members

Early Childhood Development committee (2009 – 2010)

- Provided oversight and guidance for the First Presbyterian Children's Center (FPCC): a full-time daycare and ministry
- Reviewed and edited FPCC budget and tuition proposal for Fall 2010

HONORS, AWARDS & EXPERTISE

- Mays Business School STAR Performer Award – 2009 and 2011
- Microsoft Office suite
- Institutional advancement support programs: Advance database and iModules communications planning software
- Adobe Creative Suite/Creative Cloud: (Acrobat Professional, InDesign, Photoshop, Illustrator) Basic HTML coding

Digital portfolio containing samples of work available at kristinking.me.