

# KRYSTAN HALE

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Dedicated professional with a history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

## EXPERIENCE

**08/2021 – PRESENT**

### **REGIONAL EVENT MARKETING MANAGER, PASSANANTE'S HOME FOOD SERVICE**

- Led team of marketing specialists, scheduling and executing 5-10 weekly events.
- Grew team from one part time marketing specialist to 12.
- Increased weekly event schedule by 200% and lead generation by 250%.
- Worked cross-functionally with sales team to increase sales by 250%.
- Assisted in developing marketing materials for events.
- Developed and maintained relationships with community partners.
- Developed and led weekly trainings for part time staff.
- Maintained understanding of industry trends and best practices to achieve consistent results.
- Planned and coordinated all marketing events in region, increasing brand visibility at trade shows, fairs, and festivals.
- Oversaw preparation and management of event budgets to deliver at or below projected costs.
  
- Managed administrative logistics of events planning, event booking, and event promotions.

**01/2016 – 05/2022**

### **MARKET MANAGER, 1600VER90**

**APRIL 2018 - MAY 2020 - MERRICK PET CARE JAN. 2016 - DEC. 2017 - PURINA PRO PLAN**

- Built team of Pet Nutrition Ambassadors in Mid-Atlantic and Northeast regions recruiting, hiring, and training everyone.
- Led team of 65 Pet Nutrition Ambassadors across seven states resulting in 400% increase in sales.
- Prepared weekly KPI reports for client.
  
- Directed weekly team conference calls, training webinars and team building events.

**08/2014 – 12/2015**

### **FIELD MARKETING MANAGER, BOBCAR MEDIA (ON BEHALF OF T-MOBILE)**

- Recruited, hired and managed team of 10 Brand Ambassadors, executing 21 pop-up events each week.
- Produced weekly rotating schedule based on previous event metrics.

03/2011 – 03/2012

**MARKETING DIRECTOR**, BODY IN BALANCE CHIROPRACTIC, NEW YORK, NY

03/2010 – 7/2014

**FIELD MARKETING MANAGER**, FREELANCE CONTRACTOR

08/2013 – 7/2014, MAVERICK BRANDS (COCO LIBRE COCONUT WATER)

05/2013-07/2013, FRONT & CENTER MARKETING (LACROIX SPARKLING WATER)

03/2012-03/2013, SAMBAZON

10/2010-02/2011, ESCALATE (ILLY ISSIMO CAFÉ)

03/2010-09/2010, ACTION MARKETING GROUP (IZZE SPARKLING JUICE)

## **EDUCATION**

### **ASSOCIATES OF SCIENCE, BUSINESS ADMINISTRATION**

VALENCIA COLLEGE, 1995

## **CERTIFICATIONS**

SERVSAFE FOOD SAFETY MANAGERS CERIFICATION

SERVSAFE FOOD ALLERGENS CERTIFICATE

## **SKILLS**

- Project Management
- Budgeting and Allocation
- Strategic Planning
- Microsoft Office
- Sales
- Customer Service
- Event Coordination
- Vendor Management
- Cross-Functional Teams Leadership
- Events logistics
- Contract Negotiation
- Networking

