



# Kristin B. Anastasiades

*Marketing Executive; Brand Management & Digital Marketing Expert*

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## VICE PRESIDENT OF MARKETING AND SALES | Tech Painting Co. | October 2023 - Present

- Inaugural Vice President of Marketing and Sales tasked with increasing revenue from \$20 million to \$150 million through 1500 annual projects in three regional footprints.
- Design marketing campaigns and establish key performance indicators (KPIs) to track success.
- Craft a detailed marketing strategic plan to ensure alignment with revenue goals.
- Manage annual departmental budgets and develop sales goals based on the gross profit plan to meet monthly marketing and sales budget to actual forecasting.
- Procure and manage vendor relationships with marketing agencies and media outlets to maximize reach and impact, including contract negotiation.
- Review data analytics of consumer needs and trends to identify market opportunities while increasing product marketability and profitability.
- Support sales team with client relationship escalations to maintain strong relationships with key accounts through regular onsite visits.
- Develop and manage teams from recruitment through onboarding and coaching, including termination if needed.
- Represent the CEO in his absence at community meetings and as the decision-maker internally.

## VICE PRESIDENT OF MARKETING & COMMUNICATIONS | JF Moran | December 2021 - March 2023

- Inaugural Vice President of Marketing and Communications tasked with updating the brand, focusing on internal communications and public relations.
- Managed a team of digital marketers, data analysts, and outside agencies including workflows and deliverables.
- Led brand strategy by authoring and executing an end-to-end marketing plan and campaigns across all channels, aligned with the CEO's vision. Sales increased 36% over FY21 and 26% over FY19, the company's highest sales ever.
- Created a brand presence on social media solely through organic reach.
  - LinkedIn:
    - 238 Posts / 128,178 Organic Impressions / 928 New Followers
  - Facebook:
    - 177 Posts / 10,777 Views
  - Instagram:
    - 171 Posts / 15,826 Views
  - TikTok: Established in February 2022, sunset in September 2022
    - 161 Posts / 76,283 Views / From 0 to 9,032 Followers
- Enhanced brand presence on Google Business
  - 90,589 searches resulting in 159,927 views of the company website
- Website visits increased by 47%
- Adjusted landing pages and developed SEO and AI strategy leading to:
  - 68.42% increase in visits (unique visitors) and 39.91% increase in pages visited
  - 100% increase in average visit duration and 39.91% bounce rate reduction
  - Visitors found the website via 25% Direct 39.91% Referral, 35.09% Search

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## ADJUNCT PROFESSOR | Bryant University | January 2023 - Present

- Education Technology (Canvas)
- Courses Instructed:
  - Digital Marketing (MKT 381)

## ADJUNCT PROFESSOR | Johnson & Wales University | January 2022 - Present

- Education Technology (Blackboard, Ulearn)
- Courses Instructed:
  - Advanced Brand Communications (ADVC2025)
  - Introduction to Business & Management (BUS1001)
  - Marketing Foundations (MRKT1001)
  - Advertising Campaigns (ADVC3033)
  - Data-Driven Marketing (MRKT 3011)
  - Business-to-Business Marketing

## PRESIDENT & FOUNDER | Marketing Disrupted | January 2020 – December 2022

- Grew a consulting concept into a nationally recognized full-service marketing firm delivering web design, landing pages with appropriate calls to action, brand creation, brand strategy, logo design, market strategy, digital marketing strategy through execution, marketing automation, SEO, SEM design and implementation, corporate communications, journalism, public affairs, and media relations.
- Established an individual marketing plan for each client, supervising its implementation and content creation in a multi-channel plan based on diverse social media channels and housed in strategic communication.
- Developed and executed successful marketing communication and campaigns for numerous financial planning firms across the US, resulting in double-digit client growth and revenue through appropriate sales funnels. These leads enabled each client to meet or exceed their sales goals.
- Developed customized reporting for clients leveraging Google Analytics and extracting actionable insights from research and campaign performance data.

## VICE PRESIDENT OF MARKETING & STRATEGY | Lax & Co. | May 2017 - December 2021

- Created a communications program, product marketing, and brand strategy through the end-to-end execution of campaigns across all digital media channels, aligning with the owner's vision of tripling sales revenue year over year.
- Responsible for media relations, public affairs, corporate communications, SEO, SEM, content development, and data analytics.
- Resourceful with budget restrictions and time constraints to meet goals with targeted content marketing driven by the organization's mission and philosophy.
- Gave the 2018 keynote address, "The Power of Marketing to Turn a Family Business into a National Brand", for the Lion Street Indaba Annual Shareholders Conference.
- Designed the company website, developed and executed digital paid advertising strategies and materials, and improved social media platforms, such as LinkedIn and Facebook, including implementing an SEO strategy.
- Partnered with local media for featured articles and industry commentary, culminating in the owner's appointment to the Forbes Boston Business Council.

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## OFFICE DIRECTOR, HEALTH SERVICES DEPARTMENT | Rhode Island School of Design | May 2015- May 2017

- Provided patient education on college health issues and challenges for students.
- Developed marketing materials aimed at awareness and health initiatives.
- Worked with internal and external stakeholders across the University to ensure proper messaging and delivery.
- Rebranded the department and established it as a resource to the entire campus community.
- Established the fastest-growing and most active Facebook page across the campus departments amongst student usage.
- Supported all nursing staff.

## VARIOUS ADMINISTRATIVE ROLES | Home and Hospice Care of RI | September 2001- May 2015

### EDUCATION

- Master of Arts in Communication & New Media | Southern New Hampshire University | Summa Cum Laude
- Bachelor of Science Marketing | Johnson & Wales University | Cum Laude

### CERTIFICATIONS

- Lean Six Sigma Green Belt. Credential ID 91097643
- Lean Six Sigma Yellow Belt Credential ID 89190718
- Google Analytics Certified
- Google Ads Certified
- Google Ads App Certified
- SEO II (Search Engine Optimization) Certified Hubspot Academy
- SEO I (Search Engine Optimization) Certified Hubspot Academy

### COMMUNITY ENGAGEMENT

- Board of Directors, Metro Stage, Alexandria, VA
- Professional Advisor and Fundraising Committee Member, Izzy Foundation
- Founding Member of the Women's Business Council (Northern Rhode Island Chamber of Commerce)
- Leading Member of the National Society of Leadership & Success
- Member of the American Marketing Association

### AWARDS AND RECOGNITION

- March 2023: Speaker at Bryant University Women's Summit, "Empowering Your Vision: 4 Steps to Success"
- August 2022: Leading Women of Distinction Honoree, Girl Scouts of Southeastern New England
- December 2021: Named Face of Modern Marketing, Rhode Island Monthly
- May 2019: 40 Under 40 Honoree, Providence Business News
- June 2019: Elected President of Lion Street's Special Op's Growth Group
- November 2018: Named to Lion's Street's Special Op's Growth Group