

Kristen Cure

Brand Partnerships Manager

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201-787-6986 · Brooklyn, NY 11216

Entrepreneurial, innovative brand partnerships manager with eight years of experience utilizing a unique and diverse skill set. Collaborative communicator continually focused on building strong, profitable relationships with clients, vendors, and partners and achieving mutually beneficial goals and objectives. Knowledgeable in working with diverse clientele across multiple sectors.

Areas of Expertise include:

- Strategic Planning
- Advertising & Marketing
- Social Media Platforms
- Business Development
- SaaS Platform Knowledge
- Project Management
- Enterprise Sales
- Budget Management
- Problem Resolution

Professional Experience

JUN GROUP · New York, NY · January 2020 to May 2020

A mobile advertising company distributing video and branded content in-app through value-exchange advertising.

SENIOR ASSOCIATE, INFLUENCER STRATEGY

Initiating and developing business relationships with PR agencies and Fortune 500 brands while consulting on the optimal strategy and execution in order to reach their specific KPI's.

Key Accomplishments:

- Closed \$150K in new deals within the first 90 days.
- Collaborated with Marketing & Sales VP's in order to better shape the new influencer product.
- Consulted and advised the sales team on best practices to sell influencer marketing as an add on to their other products.
- Worked cross functionally with multiple departments including marketing in order to revise pitch decks and create more customized solutions for potential customers.

THE SHELF · Brooklyn, NY · August 2018 to January 2020

An influencer marketing company offering full-service campaign capabilities and a SaaS platform for brands and agencies.

BRAND PARTNERSHIPS MANAGER

Owned client relations by conducting in-depth discovery meetings, platform demonstrations and persistent follow-ups. Conducted research on brands' marketing campaigns and carefully guided conversations in a consultative sales role. Acted as an expert in the influencer marketing space to help brands understand the value of a campaign. Helped execute campaigns for clients and worked closely with the account management team and influencers.

Key Accomplishments:

- Generated and maintained a healthy pipeline of new and renewal business, totaling \$1M to date in 2019.
- Stayed abreast of the competitive influencer marketing landscape and working with executive staff to develop competitive updates that increase market share.
- Track record of success contributing to a positive company culture while simultaneously exceeding all sales targets and deadlines in a fast-paced, dynamic environment.
- Expertly established successful relationships with senior-level marketing professionals in the CPG, fashion, lifestyle, food + beverage, beauty, and travel industries.

- Spoke at a Masterclass event in D.C. discussing “The Many ROI’s of Influencer Marketing.”
- Created cold email templates to be used by the sales team, which received an average open rate of 18% and an average 1% meeting-set rate.

YMCA OF GREATER NEW YORK · Flushing, NY · June 2015 to August 2018

A charitable nonprofit organization providing after school, daycare, and physical fitness programs.

COMMUNICATIONS AND FUND DEVELOPMENT SPECIALIST

Developed and implemented a communication plan to effectively circulate all publicity materials for the company. Ensured high-quality and wide-range distribution with maximum coverage by creating publications in English, Spanish, Chinese, and Korean. Regularly evaluated potential advertising and promotional programs to verify they aligned with the company’s public relations goals. Orchestrated all social media campaigns, press releases, and monthly newsletters to provide consistency in brand messaging and information output.

Key Accomplishments:

- Oversaw a \$50k communications budget certifying that all expenditures were necessary and within budget guidelines.
- Worked in collaboration with YMCS department directors to develop annual fundraising goals. Created a successful campaign to solicit donor contributions, a process for safeguarding donations, and directed the distribution of funds to programming efforts. Planned and managed annual fundraising events to guarantee maximum effectiveness.
- Carefully established healthy relationships with community members, government officials, and the local media to advance the goals and objectives of the company and generate new business opportunities.

FRIARS CLUB · New York, NY · August 2013 to April 2015

A preeminent members-only club for entertainment professionals, committed to fostering and promoting strong social and professional bonds among its membership.

ADMINISTRATIVE ASSISTANT

Skillfully managed discreet communication with high-profile clients on a variety of subjects, while maintaining privacy and security. Managed scheduling and event calendars for the Club and composed a monthly newsletter to keep members informed of Club events and activities. For each event, compiled accurate guest lists, curated live auction items, and arranged travel details and itineraries for exclusive clients.

Key Accomplishments:

- Collaborated with first-class vendors and donors to obtain auction items for Friars Club roasts, including items such as extravagant vacations, exclusive spa packages, and valuable artwork.
- Aided in the successful execution of celebrity roasts for Terry Bradshaw and Boomer Esiason.

SANDY ALEXANDER, MARKETING COMMUNICATION SPECIALIST · Clifton, NJ · May 2011 to August 2013

Marketing communicators providing impactful campaign integration & brand consistency with a studio, printing, direct marketing, & retail visual merchandising.

ADMINISTRATIVE ASSISTANT

Screened incoming telecommunications, politely directing clients to the appropriate staff member. Assisted the accounting department with monthly billing input and carefully converted and organized all paper billing files into electronic documents. Assisted executive-level sales staff in processing elaborate print quotes for clients and prepared time-sensitive documents to ensure the advancement of business goals.

HEARST MEDIA · Portsmouth, NH · August 2010 to March 2011

One of the nation's largest diversified media, information and services companies.

MULTI-MEDIA CONSULTANT

Researched and analyzed clients' online presence compared to major competitors and created individualized strategic marketing campaigns utilizing a variety of media outputs. Collaborated with clients on optimizing marketing and advised small business clientele on effective methods to increase website activity and optimization of landing pages. Created pay-per-click advertisements and obtained the Google Adwords certification. Carefully evaluated key performance indicators to maximize search result listings.

Education & Training

Bachelor of Arts in Communication
MOUNT ST. MARY COLLEGE | Newburgh, NY