

Crystal Minter

3987 SW 182nd Place • Beaverton, OR 97078 • (503) 754-3619 • cminterpdx23@gmail.com

MARKETING PROGRAM MANAGER

Guiding marketing operations to continuing levels of efficiency and success

Results-oriented Marketing Program Manager with deep experience developing and creating high-performance marketing programs that consistently produce sales growth.

Key skills include:

- Global Marketing & Brand Strategy
 - Project Management
 - Interactive & Digital Marketing
 - Customer Relationship & Advocacy
 - New Product Development & Innovation
 - Strategic Planning & Analytics
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PROFESSIONAL EXPERIENCE

ARTECH INFORMATION SYSTEMS, *Hillsboro, OR*

MARKETING PROGRAM MANAGER (May 2014 – Present)

Lead the development and implementation of marketing plans and programs for one of the world's largest chip makers and a Fortune 500 company. Orchestrate strategic relationships with agencies, cross-functional teams, and executive management. Drive deliverables that includes working with content managers, project managers, and stakeholders. Prepare and evaluate programs and events for effectiveness.

Key accomplishments:

- Spearheaded the introduction of Intel's new artificial intelligence program, Intel® AI: In Production, which increased partnership 70% within seven months. Site revision, automated solutions listings, and chat bot planned for Q4 2019 release.
- Scrum Master in charge of multiple projects for (8) cross-functional team reports using agile project management.
- Directed the migration and redesign of Intel® Digital Resource Center, a portal that offers resources required by Intel marketing agency partners and employees to create Intel branded multimedia.
- Managed projects, updates, and maintenance requests for multiple business units within Intel.com.

Intel Business Units: Intel.com; Intel® Digital Resource Center; Lustre® Reseller Private Portal; Intel® Neural Compute Stick; Intel® Inside Program; Solutions Directory; Intel® Solutions Alliance Directory; Intel® AI: In Production; Intel® Digital Support

MINTER CONSULTING GROUP, *Portland, OR*

COMMUNICATIONS AND PR CONSULTANT (November 2009 – May 2014)

Formulated strategic marketing, public relations, and promotions initiatives, and communicated sales and productivity goals to clients and project stakeholders/team members.

Key accomplishments:

- With a 4-person crew, created branding strategies, marketing programs, go-to-market plans, and business plans for a variety of start-ups, B2B & B2C companies, and non-profit organizations
- Developed and executed an online smoking cessation platform that increased web traffic by 46% within one month of site launch

- Executed SEO, SEM, and PPC programs for small to large companies; garnering #1 and #2 spots in Google, Bing, and Yahoo! search results consistently

JEPPESEN – A BOEING COMPANY, *Portland, OR*

MARKETING MANAGER (October 2005 – October 2009)

Managed a \$1.3m budget for sales and marketing of a global company with 44 satellite sales offices. Managed daily marketing, advertising, and public relations operations, including strategic traditional and digital efforts, and launched two key websites that introduced eCommerce and complete site redesigns/expansion.

Key accomplishments:

- Managed team of six internal employees and multiple third-party resources to drive and complete marketing and advertising initiatives, strategies, and deliverables.
- Drove the site migration and integration of two Boeing software company acquisitions into the parent company's corporate site; served on the corporate branding committee to launch a new logo that enhanced global brand integrity
- Oversaw the complete redesign and launch of light marine marketing and sales collateral; managed media buys for 20+ national trade publications
- Established a monthly opt-in newsletter that increased consumer readership by 36% in four years

WILLAMETTE DENTAL GROUP, *Beaverton, OR*

MARKETING AND SALES COORDINATOR (November 2009 – May 2014)

Responsible for marketing, advertising, and public relations strategies and initiatives for the Pacific Northwest's largest managed dental care network. Oversaw daily operations, formulated strategic marketing and promotions initiatives, and rolled out innovative marketing and sales tools that were used during employer held open enrollment events.

Key accomplishments:

- Took charge of the corporate website redesign and delivered a comprehensive, innovative, and interactive site within eight months of inception
- Administered the architecture and integration of a custom CMS for 44 dental offices in Oregon, Washington, and Idaho
- Innovated marketing & sales collateral using multimedia, including an opt-in newsletter, videos & virtual tours

SKILLS & SOFTWARE

Skills: Agile Development; Analytics; Competitive Analyses; Copywriting; Creative Direction; Customer Relationship Management; Digital Marketing; Digital Video Editing Workflow; E-Commerce; Graphic Design; Lead Generation; Market Research; Marketing Communications; Mentoring; Photojournalism; Problem Solving; Product Launches; Project Management; Program Management; Reporting; SEO, SEM, PPC; Social Media Management; Strategic Planning; Team Management; Thought Leadership; Trade Show Management; Traditional Marketing; Training; Webinars

Software: Adobe Analytics; Adobe Creative Suite; Adobe Enterprise Management; Constant Contact; Drupal; Eloqua; GatherContent; Google Analytics; HTML; JIRA; Omniture; Qualtrics; Salesforce; ServiceNow; Slack; SurveyMonkey; WordPress; YouTrack

EDUCATION

THE UNIVERSITY OF TOLEDO, Toledo, OH • Bachelor of Arts in Communication