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Summary

Marketing professional eager to extend 15 years corporate marketing / communications and managerial experience, strong work ethic and creative mindset to make a positive impact on the business health of organizations I partner with. I believe that doing business should be a pleasure and that amazing things can happen when motivated individuals truly commit to and work towards a common worthwhile goal.

Experience

Managing Director, LIBERTY WAVES MARKETING Atlanta, GA (*Mar. 2007 - Present*)
Marketing/communications consultancy to serve as an external resource for small and mid-size businesses. Efforts aimed to improve strategic placement and growth within competitive marketplaces and fortify efforts and performance of busy executives and business leaders.

- Secured assignments from a variety of organizations nationwide including national architecture / engineering (A/E) firms, an Atlanta-based developer, a Florida-based cactus retailer, an AMA pro-motorcycle road race team, a southeast steel fabricator and erection company and a North Carolina-based motorcycle accessory manufacturer.
- Generated competitive analysis and market research reports to enable clients to make informed business decisions regarding immediate and short term (3 year) market direction and strategies.
- Fortified positioning among business and funding prospects through preparation of professional documents for both specific (responsive / RFP / SF330/ grant submittals) opportunities and general (qualification packages/business plans) solicitation purposes.
- Generated marketing collateral pieces that increased volume of return phone calls / inquiries
- Spearheaded management and direction of professional motorcycle road race team and led its development to a marketable entity. Team finished third in national championship.
 - Creative branding programs to convey brand in immediate, exciting and memorable ways
 - Sponsor, public and media relations activities including website maintenance
 - General management including personnel, budget and cash flow
 - Conduct marketing research and data analysis to identify areas of opportunity and strengthen strategic planning / market implementation

Director of Marketing, LEVEL5, LLC Atlanta, GA (*Aug. 2006 - Apr.2007*)
Two-year old consulting design / construction firm serving niche market of banks and credit unions.

- Strengthened firm's brand exposure and positioning as a "solution provider" through generating and implementing updated and new core marketing collateral pieces and tools.
 - Re-worked materials to feature firm's competitive advantage, convey updated brand, showcase photographs of recent completed projects and highlight service offerings
 - Coordinated team of outside ad agencies for production of high-profile company brochure and new content-driven website; Realized 7-month turn-around
 - Set-up user-friendly templates for salespeople use; easy to customize and preserved consistent firm / brand identity; Included qualifications, proposals, sales presentations and presentations to clients of project work products
- Accommodated entry in crossover markets (such as medical and retail) through copy and imagery that resonated with core needs of clients with branch-type operations and facilities.
- Generated master PR calendar/budget integrating costs and associated submittal deadlines for tradeshow events and exposure in trade-related publications and journals; maximized power of marketing dollar
- Coordinated outside resources (ad agency, publicity, web developer, photographer, print vendors)

Marketing Manager/Director **The Facility Group., Atlanta, GA (Jun. 04 - Aug. 06)**
Design/build firm serving wide variety of public and private markets.

- Accommodated organization's 30% downsizing through merging the staffs of two separate marketing groups and creating/managing standard guidelines, processes, quality, productivity expectations and day-to-day workload to meet productivity expectations of 25 deliverables per week.
 - Re-crafted standard marketing collateral and narratives to more strongly convey firm's competitive advantage and resonate with promotional trends and shifts in market focus in respects to design, layout, theme and message
 - Boosted morale and productivity to support firm's growth from \$124M annual revenues to \$600M
 - Implemented service-oriented dynamic and environment to enable marketing staff (3 marketing coordinators, 2 graphic artists) to feel empowered to grow and thrive
- Provided technical writing and editing of proposal narratives and copy-writing for newsletters, mailings / sales letters, brochures, flyers, ads and website
- Created promotional campaigns and strategies for trade shows / conferences and high profile prospect meetings/opportunities

Marketing Manager **Prime Engineering, Inc., Atlanta, GA (Sep. 1999 - May 2004 and Oct. 1998-Mar. 1999);** *Young consulting engineering firm with nationwide reach to private sector prospects and regional reach to public sector clients. With continuous annual 20% growth goal, firm tripled in size and annual billings between 1998 and 2004.*

- Managed all marketing / communication activities including writing, technical writing, coordinating and assembling proposals, qualification packages and award submittals; Strengthened proposal narratives to better resonate with prospects and realized 27%+ hit rate
 - Led RFQ/RFP effort that resulted in 5-year, \$10 million contract for City of Atlanta work at Atlanta Hartsfield-Jackson International Airport
 - Led RFQ/RFP successful efforts for several high profile corporate clients such as Coca-Cola, Hyatt Hotels, DHL and Federal Express
- Nurtured organizational culture centered on service and excellence by conceiving weekly lunch training program open to all employees which boosted morale and dramatically reduced employee turnover; Conducted in-house marketing training on tactics / positioning strategies
- Created marketing communication plans / road maps for each market segment manager to guide quarterly activities and systematically achieve business development goals
- Generated integrated marketing/communications process plan among all market segments comprised of quarterly mailers, semi-annual newsletter, and special events/trade shows

Marketing Coordinator **ROBERT & COMPANY, Inc., Atlanta, GA (Oct. 1996 - Oct. 1998)**
90-year old consulting engineering / architectural firm well leveraged in diverse markets spanning military aviation fueling and regional municipal planning /streetscapes.

- Gained familiarity with federal market; generated an average of three federal (NAVFAC, USACE), SF 255s per week
- Helped break stereotype of firm being old-fashioned and stodgy among local chapter of Society of American Military Engineers (SAME) by creating memorable firm introduction presentation (using a game-show format)
- Notable efforts include proposal preparation for an oil refinery for the King of Tonga and an \$8M fuel hydrant fueling system at Anderson Air Force Base on Guam

Administrative Assistant **KAJIMA CONSTRUCTION SERVICES**, Atlanta, GA *(Jan 1995 – Oct. 1996); Commercial general contractor serving Southeastern industrial/warehousing market*

- Increased administrative staff productivity by introducing use of mail merge to better automate the time-consuming tasks of generating sub-contracts and assisted with transition from DOS to windows (through informal training)
- Served key role in organizing and assembling documentation that led company to win \$23 million owner claim
- Coordinated billing and invoicing to accommodate challenges with owner liens on subcontractors

Affiliations

Society for Marketing Professional Services (SMPS) – *a national organization catering to the skill development of marketers in the design & construction industry.*

- Speaker at 2007 National Conference in Washington DC. Presented workshop to an audience of over 200 participants. Presented follow-up workshops to three chapters.
- Georgia Chapter President 2001–2002 – Led board of 12 directors; Offered 24 networking & educational programs. Membership grew 13%, program attendance rose more than 30%. Two chapter initiatives won national excellence honors.

Education

BINGHAMTON UNIVERSITY, Binghamton, NY: MBA with Marketing Concentration 1991

- Graduate Assistant for University Performing Arts Box Office & Administrative assistant for the Binghamton Summer Music Festival
- Prepared winning grant (\$250,000 from New York State) as part of a Grant Writing Class.
 - Assembled materials and prepared grant application to fund the renovation of an historic movie theater to serve as a new community arts center.
- Completed practical portion of studies in 10-month Graduate Assistant Position at Performing Arts Center in Aarhus Denmark

MUHLENBERG COLLEGE, Allentown, PA: BA Communications 1988

Skills

Excellent writer and verbal communicator – proposal writing, powerpoint presentations, staff coaching / training, and public speaking (MS Office; Word, Excel, Powerpoint)

Creative –utilizing Adobe Suite; Photoshop, InDesign, Acrobat, Illustrator

Collaboration minded and networker– collect ideas and feedback from internal executives and relevant parties to develop and strengthen winning ideas and fortify team efforts; persuasive/people skills to gain new contacts; possess nationwide network of colleagues

Organized and efficient – establish routines to quicken turn-around times while gaining appropriate buy-in, and consistently meet quality, schedule and budgetary parameters

PR savvy – devise integrated PR calendars to maximize exposure opportunities

Mentor and staff development –experienced manager with strong orientation towards mentoring and developing transferable skills of staff

Researcher and analytical –on and offline insights of where to seek information/data and analytical skills to identify patterns, trends and opportunities

Language –Fairly proficient in Danish; Took 3 years of Spanish in High School