

Kristen Scalise

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Strategic Partnerships Manager

Outgoing, self-motivated, and highly-organized professional with extensive experience in working collaboratively to plan events, engaging with target audiences, and driving community partnerships. Possessing a strong commitment to social justice and community-based collaboration to empower others and contribute to the rebuilding of a more equitable world. Adept at planning, creation, and execution of community engagement strategies and events and keen ability to initiate and cultivate strong partnerships with internal and external stakeholders, alike.

Core Competencies:

Community Engagements | Building Partnerships | Relationship Management | Strategic Planning | Research | Inclusion
Social Media and Market Trends | Collaboration | Event Planning and Management | Training and Support | Creativity

HIGHLIGHTED RELEVANT EXPERIENCE

Customer Experience Manager

10/2020 – 03/2022

United Sodas of America; Fully Remote

- Provide strategic planning input to support exceptional customer service voice and tone in company's macro-response content and protocol.
- Oversee efforts to improve company-wide customer service to facilitate high rates of customer retention and increase brand awareness.
- Plan and implement marketing and promotional strategies, including developing influencer campaigns for all social media platforms to help drive company and revenue growth.

ADDITIONAL PROFESSIONAL EXPERIENCE

NYC Brand Manager

08/2019 – 09/2020

JuneShine Hard Kombucha; Fully Remote

- Developed and executed company's brand awareness strategy for NY market launch, overseeing efforts for successful market adoption and product growth.
- Collaborated with Sales Manager to support overall sales goals and initiatives for full product portfolio while simultaneously fostering increased positive brand awareness.
- Managed influencer and brand partnerships, including development of social media strategies and promotional campaigns.
- Supported strategic planning initiatives aimed at improving company's diversity, equity, and inclusion efforts.

Marketing Strategist (Limited-Term Contract)

02/2019 – 06/2019

Anheuser Busch; New York City, NY

- Served in a temporary role designed to develop and support national trade marketing strategy for a variety of products within company's overall portfolio.
- Oversaw client and brewery relationship management efforts, building and fostering sustainable relationships with key external stakeholders to support long-term market growth.
- Managed POS Material from design development, through production, inventory, allocation and implementation.

Trade Marketing Manager

09/2017 – 01/2019

VICE Media; New York City, NY and Remote

- Created and implemented brand awareness strategy for new products, including development of a trade strategy with distributors to promote effective consumer-facing initiatives.
- Developed and managed budget for all trade materials and sale support
- Oversaw all retail activity and tracked progress
- Presented all lessons and findings for key stakeholders for further market growth
- Built innovative product sampling program for NY product launch and hired, trained, and managed brand ambassadors to support effective brand awareness strategies.

- Cultivated partnerships with external stakeholders to facilitate and produce branded community events and initiatives.
- Oversaw influencer and brand partnerships and social media strategy for improved brand awareness.

Partner and Community Relations Manager

10/2017 – 03/2020

Quell Skateboarding; Fully Remote

- Co-created and co-hosted podcast designed to share first-hand stories of women and non-binary skateboarders, supporting the development of a more equitable and accessible industry.
- Empowered guests bring their underrepresented experiences to a nationally recognized platform and catalyze change and movement towards equity in skateboarding.
- Cultivated and grew partnerships with brands like Nike, Vans, Spitfire, MEOW, RVCA, and KCDC Skateshop to support planning, funding, and execution of women's and non-binary skateboarding events.
- Managed event planning process from start to finish, including budget, schedule, vendor and volunteer recruitment, work with local partners, and development and implementation of grassroots marketing strategies.
- Oversaw all aspects of social media marketing strategy and management of content, including responding to all community and questions through various platforms, to share and highlight key initiatives.
- Collaborated closely with fellow partner to make editorial decisions related to podcast episodes and digital and print marketing materials.
- Supported creation of digital archive of past podcast and event recordings to build portfolio of media content.
- Successfully sold ads for podcast and community events, generating over \$14K in sales in one year, and built relationships with vendors and widely-recognized brands to support community engagement efforts.

Client Manager/Strategist

11/2016 – 08/2017

Bulletproof; New York City, NY

- Managed strategy and client relationships for large-scale brand partnerships and innovation projects aimed at improving brand awareness, expanding product markets, and increasing revenue growth for Pepsi Co, SC Johnson and AB InBev.

Account Manager/Strategist

03/2016 – 10/2016

Force MAJEURE; New York City, NY

- Developed strategic initiatives for expanding client and customer engagement and increasing market share for Diageo Scotch product portfolio.

Senior Account Manager

03/2015 – 03/2016

Manhattan Marketing Ensemble; New York City, NY

- Oversaw account management strategies and client relations efforts for full Möet Hennessy Wines and Scotch product portfolio.

Associate Account Manager

06/2013 – 01/2015

BFG Communications; Denver, CO

- Launched new products for key client accounts in regional test markets, assessing product performance and devising strategies to improve market acceptance in official product launch.
- Provided post-activation strategic insights to client to inform efforts at national product roll-out.
- Supervised and managed a staff of 75+ team members at three-week event during national launch activation to support brand awareness and market adoption of client product.

TECHNOLOGY

Project and Task Management Software: Microsoft Office (Word, Excel, PowerPoint, Outlook); Google Drive; Asana; Trello; Notion; Gorgias; Shopify

Remote Collaboration Tools: Zoom; Slack; Google Business

EDUCATION

Bachelor of Arts in Communications | Temple University; Philadelphia, PA

Diversity and Inclusion Certification Program | Cornell University; Ithaca, NY