

# Crystal Vales

720-341-0267 | [valescrystal@gmail.com](mailto:valescrystal@gmail.com)  
1812 Canyon Blvd. Boulder, Colorado 80302

## Experience

### **Creative Circle - Senior Marketing Strategist**

**#1 US Staffing agency for fractional creative technology positions in digital advertising**

**JULY 2018 - AUG 2022 ads | targets | copy | project manager | documentation**

Contract work engagements for various companies and agencies in copywriting, digital ads, media strategy in digital online platforms, Meta and Linked In. Actual bidding execution in growth marketing campaigns and supervising content production roadmaps, customer-facing reporting, communications with cross-functional teams, account management across agency relationships, creative thinking for audience reach and intelligent content development to meet customer requirements, test user stories, and discovering optimal customer experience scenarios that facilitate conversions.

### **Ball - Content Creator External Corporate Communications**

**#1 Global packaging can manufacturer, aluminum recycler, aerospace technology**

**MAY 2021 - MAY 2022 | employment branding | ad strategy | copy | editorial**

Managing growth of #workatball for the Employee Value Project for online paid content distribution to build Ball's employer brand and customer experience, by optimizing qualified traffic to jobs.ball.com developing user stories about manufacturing careers roadmaps, on behalf of internal stakeholders, reporting ad performance to internal clients in a customer-facing role.

Adding network followers + 15,400 followers and engagement  
Impacting Daily Average Impressions +276% Facebook and +321% Instagram

Planning and execution of 36 recruitment activation campaign roadmaps, using competitive bid strategy and targeting in ad managers for impressions capture, and social media growth strategy for all channels with employment brand visibility globally in North, South, Central America, and Europe.

Managing over 100k ad spend for Facebook/Instagram, Spotify, Linked In for paid media campaigns with conversion goals for recruitment campaigns and HR operations network expansion goals. Managed agency creative development for Ball's digital transformation 'Drive for 10' goals, reporting to the senior director of external communications.

### **Epiroc - Digital Marketing Communications Specialist US - Broomfield, CO**

**#2 Svensk global mining and construction equipment manufacturer**

**MAR 2020 - FEB 2021 | marketing operations | ad strategy | copy | editorial**

Reported to leadership facing Senior Marketing Manager collaborating with external vendors to order content for customer requirements, freelance and agency, to produce automated B2B product advertising, writing copy for blogs, articles, and case studies.

Improved organic search ranking by 25 places to reduce the cost of ongoing Google Ads campaigns (7k/mo) by 18%. Facebook, Linked In, and Twitter shareability +73%

My T30R equipment campaign generated \$3.4 million in sales revenue using ad campaigns targeted for data mined B2B customers.

Improved ad engagement by 200% by rewriting custom and lookalike audiences for campaigns on Facebook, Google Ads, and You Tube.

Integrating and ordering disparate tech stacks into a holistic marketing framework within Hubspot, including building flow trees and email call-to-action automation and user experience strategy, reporting on performance for all ad campaigns and social profile engagement.

Interviewed internal shareholders for company journalism stories. Created internal communications with email newsletters and account based marketing for trade shows and conferences, developed insight driven user stories for customer segments.

## **Wellbiz Brands - Development Marketing Manager - Englewood, CO** US-based leading corporate portfolio franchisor in the beauty and wellness category

### **OCT 2019 - JAN 2020 | marketing operations | project management | SEO | editorial**

Managed digital marketing agency relationship and external vendors to improve ad spending ROI by cutting extra spending on demographic based targeting spending by 10%, with a behavior/affinity targeting strategy.

Developed special ads category groups and custom audiences, lookalike audiences with the agency to reach more relevant audiences online.

Negotiated decisive print and digital ad buys for: Entrepreneur, Southwest Magazine, Denver Business Journal to leverage media buys into conversion campaigns for Amazing Lash Studio and Elements Massage.

Project management of various vendor deliverables and communicating customer requirements to creative services for collateral; to the franchise development team for national conferences, and digital campaigns, including beauty/wellness influencer campaigns.

Editorial supervision of copy to legal review for distribution in compliance with FTC regulations on Franchisor Advertising and FDD customer requirements.

Reported to Senior Director of Franchise Development, supported the Real Estate Development VP, as liaison between marketing and sales development teams.

## **Starz | Lionsgate - Materials Data Quality Specialist - Englewood, CO** Global Film and TV broadcast media content distribution conglomerate

### **SEP 2018 - JUNE 2019 | media account management | customer requirements**

Coordinated cross functional teams to ensure file media for features and series titles were quality control-evaluated 90% of the time for profitable license periods, while meeting requirements for domestic and international sales licensing territory company product roadmaps. Account management and organization for Paramount Pictures, Warner Brothers, and Disney streaming file media for Apple TV affiliate distribution.

## **Self - Social Media Advertising Strategist for hire**

Contract work engagements and donating services to values impact organizations

**AUG 2016 - 2018, recruited by Creative Circle in 2018 | integrated marketing consulting | ads | PR | copy | project management | creative development**

Shea Homes, Oakwood Homes, Reunion, Non-Profit/Social Impact Organizations, The Historic Denver Press Club, So All May Eat/Same Cafe, Consumer Products: Therabis Pet nutraceutical/Dixie Brands, Start Ups: Canopy Incubator, Launch Legal, and Sports: DNVR/All City Network Food: Mici Italian, Government: Windsor Public Library, City of Denver Sheriff

## **Landmark Theatres - Denver, CO**

US based film theatrical distribution company - 2929 Entertainment - Cohen Media

**JAN 2011 - JUNE 2016 | film marketing | publicity coordinator | brand innovation**

Go-to-market strategy for *A Film for all Seasons* now called FFAS, a bi-yearly repertory film festival, started the brand and piloted first thru third iterations. ↑166% sale revenues from off season average, acquiring multiple earned media placements with local publications.

## **Education**

Product School – Product Management Certification, 2022

General Assembly – Digital Marketing Certification, 2016

University of Colorado – BA – ISM English & Philosophy, 2007-2011

