

# KRISTI THACKER

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Dynamic and innovative marketing professional with 12+ years' experience including design, brand strategy, and e-commerce in SaaS and D2C industries. Creative problem solver, particularly strong in developing deep-impact marketing programs on tight budgets while harnessing the latest technologies for maximum effect. A strategic thinker who defines compelling visions for established brands and start-ups alike and is passionate about storytelling, connection and brand purpose.

## SKILLS

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|------------------------------------|--------------------------------|------------------------------|
| ✓ Photoshop, Illustrator, InDesign | ✓ Amazon Seller & Amazon Tools | ✓ Events & Brand Activations |
| ✓ Word, Excel, PowerPoint          | ✓ E-Commerce Marketing         | ✓ Athlete Sponsorships       |
| ✓ Google Ads & Analytics           | ✓ SEO & Content Planning       | ✓ Brand Partnerships         |
| ✓ Wordpress, Hubspot, Webflow      | ✓ Influencer Management        | ✓ Creative Direction         |

## EXPERIENCE

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### Brand Strategist, MarketPryce

July 2022 – December 2022

- Manage omnichannel brand strategy, providing leadership on creative direction while ensuring brand standards are maintained across all external facing content.
- Develop quarterly marketing calendar tailored to specific company goals and KPIs that drive brand growth and visibility while leveraging data, market insights, and marketing tools to execute impactful and strategic campaigns.
- Support marketing campaigns through creation of assets including emails, social media, website updates, blogs, case studies, sales decks, flyers, and more.
- Highly organized, detailed and resourceful project manager overseeing strategic partnerships with University athletic departments and associated NIL collectives providing relationship insights and partnership updates on a regular basis.
- Develop short and long-term product marketing plans to drive brand growth, increase paying users, reduce churn, and position MarketPryce as the leading NIL marketplace.
- Partner with athlete engagement team to help collegiate athletes build and execute on their personal brands, while assisting them in navigating the newly established NIL landscape.
- Manage relationships with Fortune 100 brands utilizing the platform by equipping stakeholders with campaign strategies, sourcing athletes to build authentic partnerships, and influencer management through ongoing customer support.
- Strategically plan, coordinate, and execute brand activation events for D1 college athletes to network, build their personal brands and learn how to capitalize on NIL opportunities.

### Marketing & Brand Manager, Ultra Athlete

2016 – 2022

- Successfully grew startup through an average **55% YOY growth**, including years navigating COVID-19, while managing marketing budget and strategically developing short and long-term campaigns for success.
- Brand manager responsible for all creative direction including photo shoots with professional athletes; designing print, web, apparel, signage, packaging, and promotional materials; events and sponsorship activations; brand strategy and cross-functional implementation. Diligent about a consistent brand experience during the entire customer lifecycle.
- Facilitated and implemented dozens of high-profile influencer partnerships with professional athletes and sporting organizations including a multi-year Olympic partnership with USA Volleyball and their teams.
- Innovative growth marketing manager with experience creating and editing content based on strategic initiatives for blog, web, and social channels with a focus on SEO and storytelling.
- E-commerce and merchandising strategist responsible for product launches, promotions, seasonal planning, design, analytics, customer success and presentation working with a variety of CRMs and marketplaces including Amazon.
- Empathetic and positive leader who values diversity and inclusion on teams – focused on employee career development and growth.
- Vetted, hired, onboarded and managed multiple creative agencies that assisted in driving overall brand success.

**Creative Marketing Coordinator**, Legends Global (formerly MainGate, Inc.)

**2013 – 2016**

- Creative lead for the retail merchandising category for an assortment of high-profile sporting brands such as the NFL, Minnesota Vikings, Detroit Lions, Washington Redskins, Susan G. Komen, NHRA, Super Bowl, USGA, U.S. Open, Harley Davidson, and more.
- Cross-collaborate with several departments overseeing, developing, and implementing marketing and merchandising projects including digital, print, and retail initiatives while maintaining brand identity in numerous deliverables.
- Projects include email marketing campaigns, social media marketing, e-commerce marketing and design, store/event collateral, and overseeing brand merchandising activations at high-profile events such as the Super Bowl.
- Design of web and print promotional pieces including ads, catalogs, coupons, flyers, and digital ads.
- Streamline approvals and feedback as needed between sales, creative and marketing teams both internally and externally.

**Graphic Design & Marketing Associate**, TKO Graphix

**2012 – 2013**

- Designed collateral for print, web, and events while assisting in developing marketing/sales initiatives for a nationwide, large-format vehicle wrap, signage, promotional product, and marketing company specializing in the motorsports industry.
- Represented the company at various events, helping to drive brand visibility and growth through on-site activations.

**Art Coordinator**, Orbus / Nimlok

**2011 – 2012**

- Creative project manager in a fast-paced environment managing multiple short-turnaround projects for high-budget clients and sporting events, coordinating cross-functionally to ensure products were aligned with branding and strategy.
- Facilitate and manage feedback and revisions from end-client to all involved teams.
- Develop and adhere to pre-production timelines for all creative content.

**Graphic Design & Promotional Events**, Purdue Athletics

**2009 – 2011**

- Internship collaborating with the graphic designer, coaches, and athletic director to establish, create, and implement marketing materials for athletic events strictly following all established brand guidelines.
- Development of event marketing plans, game-day initiatives, and community outreach programs.
- Worked and attended multiple events as a representative of the promotions department to encourage fan and community engagement, as well as to interact with those closest to the Purdue Athletics brand.

**EDUCATION**

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**MS, Sports Management & Intercollegiate Athletics**

**2021**

University of Indianapolis

**BS, Computer Technology & Design**

**2011**

Purdue University

**COMMUNITY**

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**Indiana Sports Corp.**

**2013 – Present**

Hospitality & Event Activations Volunteer