

CRISTINA MOE

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Detailed. Data-driven. Experienced. Collaborative.

A proven marketing leader with measurable experiences that span from start-up to large corporations, with expertise encompassing many facets, including design, branding, product development, and public relations. Energetic and naturally collaborative, seeking a role that will leverage the skills and insights gained thus far while bringing innovative, impactful change to an organization's brand.

Consultancy Experience

Marketing Consultant | Moe Media Marketing | San Francisco

02.2009 to 07.2018

Brand + Design + Strategy

- Both define and refine company brand image, voice and packaging elements.
- Craft compelling messaging content, consistent with branding objectives and audience targets.
- Leverage industry trends and best practices to develop marketing strategies that engage customers and elevate client's position within respective industry.

Marketing Campaigns

- Define and develop best traditional and digital marketing strategies including web and blog optimization, SEO, PPC, Remarketing, Display Advertising, Social Media Advertising, email, mobile apps, influencers, online communities, print and public relations.
- Track, measure and report metrics utilizing a data-driven approach to observe campaign performance and consistently deliver a positive return-on-investment upward of 350%.

People

- Influence, and guide cross-functional teams to achieve creative and operational excellence.
- Produce both local and world-wide events, including complex logistical coordination.
- Identify and grow influencer, partner and community relationships.
- Proactively manage company Public Relations efforts and Press/Media relationships.

Professional Work

Marketing Director | The Lobby | San Francisco

07.2018 to Present

- Contracted marketing leadership role for The Lobby, an innovative web fashion start-up.
- Led rebranding with a fresh look and messaging, driving a two-fold increase in membership.
- Guided product positioning, strategy, and content assets for launch.
- Managed 20+ pop-up events at area companies including Airbnb, Google, Twitter, Dropbox, Gap and Sephora.

Marketing Director | CareLuLu | Oakland

01.2015 to 05.2016

- Directed the overall marketing strategy and delivery for innovative web platform enabling parents to find and research child care providers.
- Created messaging content with a consistent, cohesive voice to engage target audience through blog, email, contests, SEO, and PPC.
- Established key partnerships across social platforms including Facebook, Twitter, Google+, YouTube, Vimeo, LinkedIn, Pinterest and Instagram. Achieved follower increase of +200%.
- Oversaw the execution of remarketing campaigns, display advertising and text ads.
- Actively led all Public Relations efforts, collaborating with the press, bloggers/influencers, affiliate relationships, and programs intended to drive engagement.

Community Manager | Voxeo Labs | San Francisco, Menlo Park

11.2011-06.2013

- Built the framework and managed a global group community comprising 150,000 developers.
- Crafted content, ensuring optimization across product websites, blogs, social and email.
- Collaborated with UI/UX teams in the development of new features and products.
- Planned, organized and executed fifty worldwide events including International Space Apps Challenge and Random Hacks of Kindness, fostering Voxeo brand strategy.

Entrepreneurial Experience

Co-Founder + CEO | Hush | San Francisco

09.2000-02.2009

Operations

- Co-founded and led Hush, a high-end women's fashion boutique with both a brick-and-mortar and eCommerce presence across the San Francisco Bay area.
- Accountable for all company operations including sales, merchandising, financial planning, marketing, and public relations.
- Led, trained, and engaged a staff of twenty to achieve store goals and brand objectives.

Inventory + Merchandising Management

- Continuously researched high-fashion trends, aligning budget with inventory supply for both online and retail store merchandise levels.
- Sourced on-trend merchandise while building positive vendor partnerships in Los Angeles, New York, and Europe.

eCommerce Management

- Developed both written and graphic messaging showcasing new products, store promotions and landing pages.
- Directed all digital marketing campaigns across search marketing, social, and email marketing.

Education + Technical Skills

Bachelor of Science, Comprehensive Design

University of California, Davis

Applications | Microsoft Office Suite, Adobe Creative Suite

Data | Google AdWords, Google Analytics, Facebook Ads, Wordstream

Management | WordPress, Salesforce, Asana, Slack