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# EVALINA CHRISTINA KLEIN

Mound, MN 55364 ✧ 952.215.7584 ✧ [evalina@evalina.com](mailto:evalina@evalina.com)

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## MARKETING COMMUNICATIONS PROFESSIONAL

### SPECIALIZING IN BRAND & PROJECT MANAGEMENT

Accomplished Marketing, Program Management, and Communications professional with over 10 years of experience driving increased sales, leads and market awareness. Career marked by highly visible positions at industry leader Bose ensuring a consistent and engaging message that drives positive actions and increased sales levels. Highly attentive to client needs injecting creativity and intuitive ability into plans and programs. Develop polished promotional materials that command the attention of others and achieve desired results. Display superior planning, scheduling, and coordinating skills for events that are well received and well attended. Keen understanding of technical aspects of web design, content creation, graphics preparation, and writing. Detailed knowledge of a wide variety of print and production processes, file setup, preparation requirements, and graphic design software. Consistently meet stringent marketing budgets and timelines while earning a high level of customer satisfaction for repeat and referral business.

- MARKETING & BRANDING
- PROJECT MANAGEMENT
- EVENT MANAGEMENT
- CREATIVE DIRECTION
- SOCIAL MEDIA MARKETING
- SALES SUPPORT
- WEB DESIGN
- TRACKING & REPORTING
- PUBLIC RELATIONS
- STRATEGIC PLANNING
- SEARCH ENGINE MARKETING
- BUDGET MANAGEMENT

## PROFESSIONAL HISTORY

EVALINA.COM, MOUND, MN (2008-PRESENT)

### ***Freelance Marketing Communications Contractor***

Consult with clients on web design, content, and maintenance, as well as copywriting for brochures, flyers, SEO, SEM, and event planning/management. Oversee product photography, photo preparations, page design, and brochure design/layout. Provide client support on continuous site management and search engine optimization strategies.

#### ***Key Achievements:***

- ♦ Developed a marketing plan and strategy for branch level marketing campaign within a highly regulated, corporate-controlled environment for Wells Fargo Home Mortgage.
- ♦ Latest website project: <http://www.thekleinconnection.com>.

BOSE CORPORATION, ELECTROFORCE SYSTEMS GROUP, EDEN PRAIRIE, MN (2004-2008)

### ***Marketing Communications Specialist III***

Developed and executed communication strategies and objectives, managed in-house graphic designers and outside agencies, and ensured compliance with all corporate identity and brand standards. Performed web design, copywriting, site maintenance and updates, and statistical reporting for [www.bose-electroforce.com](http://www.bose-electroforce.com). Utilized Google Analytics, HTML, ColdFusion, Adobe Photoshop, FTP, and MS SharePoint. Managed marketing budgets, negotiated pricing with vendors, and established cost-effective agreements. Managed 30-40 events and conferences annually including overseeing planning, advertising, logistics, vendor negotiations and post-event cost-per-lead analysis. Worked with market directors on event selection, pre- and post-show marketing strategies, and coordinating with field sales offices to better leverage local marketing activities and events.

#### ***Key Achievements:***

- ♦ Created and managed highly successful AdWords campaigns and keywords for 4 key scientific market segments, prioritized campaigns to coincide with event marketing and new product promotions, met stringent program budgets, and advanced exposure and Click-Through Rate (CTR).
- ♦ Extensive writing, editing, and proofreading experience with technical, scientific, and medical content for print and web including application briefs, advertisements, newsletters, technical papers, training materials, and press releases.
- ♦ Established and implemented identity standards for all marketing materials enabling a consistent standard for brand awareness and reputation in all marketing efforts.

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- ♦ Project Manager for a 10' to 20' display with interchangeable market-specific graphics, as well as application specific-messaging, and system photos for all international sales/service offices that delivered highly targeted, on-the-fly messaging at all events from small scientific conferences to larger tradeshows and meetings (i.e., 8 sets of graphics with 16 different graphic panels per set, plus hardware, lighting, and cases).
- ♦ Set-up an online digital library that contained all documents and product photos in various formats covering a broad spectrum of mediums, tracked inventory of print media, and managed marketing assets and scheduling.
- ♦ Consistently reduced cost per lead for multiple marketing events through optimum relationship management skills with event organizers while maximizing budgets and increasing lead quality.
- ♦ Assumed additional duties as on-site HR Generalist, served as an integral part of division growth from 23 to over 60 employees, and supervised on-site recruiter in all corporate policies and procedures.
- ♦ Developed and executed internal communications and programs such as employee recognition (PERCS), and tracked all employee ISO training requirements.

ENDURATEC SYSTEMS CORPORATION, HOPKINS, MN (1999-2004)

***Marketing Communications Manager***

Planned and executed marketing campaigns, projects, and initiatives while supporting rapid company growth and eventual successful sale to Bose Corporation. Conducted website maintenance, writing, editing of technical content, proofreading, and graphics preparations and posting. Applied strategies that improved SE rankings, reported on stats, and tracked marketing and website activities. Monitored marketing budgets and expenses, negotiated pricing, and selected vendors.

***Key Achievements:***

- ♦ ISO 9001:2000 Management Representative, also served as internal auditor, process creator, and procedure owner who improved operational efficiencies, created cost savings, and ensured compliance to ISO standards.
- ♦ Directed all product photography and maintained consistent product presentation, and updated print and online directories of all current product design images and templates for usage by sales and marketing departments.
- ♦ Developed excellent rapport with publishers and editors in all public relations. Wrote press releases, assembled press kits, and managed market segment PR distribution lists.
- ♦ Creative and organized event planner having directed all aspects of company functions that included employee outings, technical advisory board and annual sales meetings, and received recognition for contributions.
- ♦ Worked with a variety of outside agencies on marketing projects, graphics and materials, and moved company image forward via creation of a style guide that consistently presented brand identity and awareness in all collateral.

ROCKWELL AUTOMATION, HOPKINS, MN (1996-2000)

***Technical Sales Associate***

Serviced east coast territory in order processing, customer service, product design specifications, and pricing. Served as liaison between customers, manufacturing engineers, planners, and schedulers. Supported new and custom product release projects, composed newsletter stories, and generated reports.

PAISLEY PARK ENTERPRISES, CHANHASSEN, MN (1995-1996)

***Catalog Manager***

Managed the *New Power Generation* international catalog and mail order service for the artist known as Prince. Created and generated low-cost promotional ideas and strategies. Provided customer service that resulted in increased repeat and referral business. Consistently grew sales by an average of 160% per month for 12-consecutive months.

## **EDUCATION**

**B.A. IN SPEECH COMMUNICATIONS**

**MINOR IN SOCIOLOGY**

UNIVERSITY OF MINNESOTA, MINNEAPOLIS, MN