

Krystal Hardy

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<https://kdhcreative.net>

To advance within the mid-senior level as a Marketing and Communications storyteller and strategist with a fast-paced company that institutes professional development, DEI and community as part of their brand identity.

Education

Bachelor of Arts / Marquette University

Interdisciplinary B.A degree with studies in Broadcast and Electronic Communication and Spanish Language, Literature and Culture. Relevant Coursework: Communication Studies, Journalism, Public Relations and Broadcasting.

Study Abroad: Universidad Veracruzana, Mexico. Relevant coursework: Spanish Language and Literature, Cultural Studies

Professional Highlights

- Experienced Marketing and Communications Strategist
- Advisory Board Member: Hyfin/Radio Milwaukee
- Skilled in Microsoft Office and Project Management Systems like Lytho
- Co-Vice President-Black Sports Professionals, Milwaukee chapter
- Entrepreneurial spirit
- B.A Broadcast and Electronic Communications and Spanish Language and Literature

Experience

MAY 2021-OCTOBER 2022

Manager-Multicultural Marketing / Milwaukee Brewers

- Defined marketing plans for growth targets and multicultural audiences after identifying core opportunities to build brand awareness and baseball affinity, which resulted in earned media and strong ticket sales
- Onboarded and mentored a Multicultural Marketing intern for the 2022 season through a program with Marquette University High School which led to mutual professional development.
- Developed strategies alongside the Director-DEI on internal communications, social media content, and employee and fan-facing events which increased fan engagement on bilingual social posts and created an outlet for healthy conversation amongst employees regarding inclusivity and belonging.
- Executed and managed game day activations for Kids Crew programming and Community Nights such as Pride Night, Negro Leagues Tribute Night and Cerveceros Nights, which sold out ticket packages and led to positive sentiment amongst community change makers and fans.
- Introduced new activations to the ballpark during Community Nights, including small business pop-up markets in and around the stadium, interactive photo ops, DJs and live performances to connect to target audiences, support locally and achieve a new fan experience.

- Built and executed owned and paid media plans, working closely with internal and league (MLB) Strategy and Analytics teams, leveraging data to target the appropriate audiences and channels to ensure the success of the campaign, leading to 3 of 4 sold out Community Nights in the 2022 season despite sluggish ticket sales.
- Created marketing and communication strategies in partnership with Brewers Marketing, Nike and Fanatics to launch the 2022 Brewers City Connect program, telling the story of Milwaukee via fashion photo shoots with players and Milwaukee influencers, short and long-form social content and a launch event. Led to strong retail sales of City Connect merchandise, earned media, new partnerships with city connectors and the sharing of content by Nike.
- Co-founded branches of Brewers ERGs for Black, Latino and LGBTQ+ employees, leading ERG meetings, connecting ERGs with external organizations to learn best practices and create a safe space for staff. Leveraged diverse employee views to assist in marketing and communication strategies and campaign launches.
- Managed key creative projects simultaneously for Theme and Community Nights, Kids Crew, Student Nights as well as projects requested by internal stakeholders while meeting the deadlines necessary for project success.

JULY 2018 TO PRESENT

Owner / KDH Creative, LLC

- Counseled and strategized with local small businesses on the areas of diversity and inclusion to meet their goals of providing inclusive and engaging content.
- Wrote articles and other creative content for publications like OnMilwaukee.com and Department of Natural Resources magazine—to expand voices of color and other marginalized communities.
- Created marketing plans and social media strategies for small businesses, including social media calendars, contests/giveaways, and email campaign ideation to increase brand visibility, followers and engagement.

OCTOBER 2006-APRIL 2021

Retail Artist and Manager/ MAC Cosmetics

- Addressed significant cosmetic industry changes during the pandemic by pivoting our sales approach to incorporate new social media strategies, virtual selling and lesson options and 5 non-negotiables of services to increase brand loyalty and location visibility
- Overachieved sales targets, including 5 times during fiscal year 2018 as well as outpaced the region during post-Covid transitions by leveraging the talents of my staff and incorporating new strategies
- Managed up to 7 staff members and mentored 3 of them into promotions and leadership positions within the company

Activities

- Volunteering on behalf of the Brewers at organizations such as The Milwaukee Rescue Mission and Kathy's House
- Member-Milwaukee Repertory Theater Social Media Club
- Mentoring via Hispanic Professionals of Greater Milwaukee (HPGM)