

Deborah Kreuser

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[LINKED IN](#)
[WEBSITE](#)

SUMMARY

Creative, open-minded, and well-rounded professional with over 20 years of business and marketing experience with a proven record of success.

COMPUTER SKILLS

ChatGPT, DALL-E, Sales Funnel Software Platforms, Microsoft Office (Excel, Word, PowerPoint), Adobe (Illustrator, Photoshop, Acrobat), Canva, OrgPlus, Deltek Vision, Report-Writer software, VISIO, Outlook, Constant Contact E-mail Marketing, Web Site Builder Software, and extensive use of Leads Sites, Database Management

PROFESSIONAL EXPERIENCE

DHK CONSULTING, LLC – Denver, CO

4/2021 - Present

Digital Marketing Specialist

- ❖ Research and develop digital marketing strategy and campaigns for clients.
- ❖ Promote client products and offers using Keyword Research/SEO, social media and PPC.
- ❖ Create landing pages, banner ads, email campaigns and sales funnels.
- ❖ Create visual concepts for promotional activities.
- ❖ Manage the digital marketing calendar.
- ❖ Track digital marketing performance.

CTL THOMPSON, INC. – Denver, CO

2/2004 – 4/2021

Marketing Communications Specialist

- ❖ Create “branding” look for all company materials (ads, letterhead, proposals, presentations, etc.)
- ❖ Work with Engineers in 8 office locations to prepare proposals & SOQ submittals.
- ❖ Create all marketing materials; ads, direct mail campaigns, client-specific brochures, press releases, web site design & content, newsletters, presentations & project boards, signage, etc.
- ❖ Set-up & maintain e-mail marketing campaigns; Maintain email & client databases; Send annual client survey.
- ❖ Manage vendor relationships with Public Relations Firm, graphic designers, printers, media/editors, promotional items companies & various other vendors.
- ❖ Manage budgets & advertising and marketing campaign schedules; Approve and code marketing invoices.
- ❖ Prepare proposal statistics & quarterly reports to compute ROI & win-rate statistics.
- ❖ Work with Engineers to research opportunities, set-up booths, equipment, design & order giveaways, set up schedules & work at trade shows & various industry events.
- ❖ Update & maintain marketing database (Sharepoint and Box) including project write-ups, resumes, photo library, proposals, presentations, mailing lists, client profiles, etc.
- ❖ Use various leads databases to research & forward/track leads & project updates.

Marketing Consultant

- ❖ Consult on a variety of marketing projects for several businesses. Research overall marketing strategies, distribution channels, business names, logos, advertisements, e-mail, direct mail, packaging, pricing, publicity, & promotions.
- ❖ Design & write marketing materials, newsletters, advertisements & brochures.
- ❖ Provide consulting services for Colorado retail chain. Consult in process of building internal marketing department. Analyze workflow & personnel needs. Hire marketing staff. Determine & propose department policies, procedures & branding efforts.
- ❖ Provide contract marketing services for engineering firm. Manage regional marketing activities for 30 engineers. Prepare proposals, SOQs, presentations & marketing materials.

XI GRAPHICS, INC. - Denver, CO**3/2000 – 2/2002**

Manager of Marketing Communications

- ❖ Research, organize & implement all marketing-related strategies & projects.
- ❖ Work with software designers in the writing & design of all software manuals.
- ❖ Develop, design, write & edit marketing collateral materials including announcements, email campaigns, press releases, direct mail, data/fact sheets, box copy, newsletters, advertisements & web sites.
- ❖ Assist in determining features, pricing & promotional strategies for upgrades, updates & new product lines.
- ❖ Research new marketing opportunities as well as determine effectiveness of current marketing strategies.
- ❖ Research competitors (product updates, pricing, promotions, marketing strategies, etc.) & market trends. Maintain competitive database & database of industry-related web sites & propose branding efforts.
- ❖ Organize trade shows & events. Responsible for booth design & set-up, marketing materials, promotional items, booth signage, demos & personnel.
- ❖ Maintain business relationships with outside ad agency, vendors, resellers, business partners & prospects.
- ❖ Research & propose annual marketing budget. Approve marketing expenses & update budget quarterly.

EDUCATION

Northwestern University – Evanston, IL
M.S., Advertising & Marketing Communications

University of Kansas – Lawrence, KS
B.S., Advertising

SPECIALIZED TRAINING/COURSES

Various Digital Marketing & CPA Marketing Courses
Deltex (Vision): Planning and Training 3-Day Course
Society of Design Administration: Marketing as a Team Sport
ZweigWhite: SF 330 Fast Track/Government Marketing Techniques
ZweigWhite: Writing Winning Proposals
ZweigWhite: Using Lead Sources to Your Advantage
SMPS Workshops on Proposals, Market Research, Design and PR
Various Monthly SMPS Webinars