



Elizabeth Kraus

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summary

Experienced, entrepreneurial, proven CMO with deep B2B and small-to-mid size business repertoire. Jack-of-all-trades digital marketer. Storyteller. Strategist. Interpreter. Facilitator. Thought leader.

WordPress and Squarespace web design, development, SEO copywriting, content strategy, content calendar, long and short form writing, graphics, site management, analytics, competitive evaluation, benchmarking, CMO / fractional CMO (2016 - present)

SEO copywriting, content strategy, long and short form writing, graphics, competitive evaluation, thought leadership (occasional, contract, 2016 - present)

AvantiMarkets.com
EvergreenRefreshments.com
MutualMaterials.com
MySalonSuite.com
kabbage.com
skyword.com (Staples, Cintas, ADP)
contently.com (fiverr, afilias, Blackrock, The Hartford, Weebly)

MarketingDesks.com
MRKBeauty.com
WaveCrestCap.com
CorsaFinance.com
SoundbuiltHomes.com
MyFactoringBrokers.com
VeltexServices.com
RainierViewRooter.com
HonestyElectricalSvcs.com
253PaymentPros.com

as seen on
marketingsherpa.com <http://bit.ly/1lwKUHE>
NBC News <http://nbcnews.to/1yJadlp>

platforms systems software

Adobe Creative Suite (InDesign, PhotoShop, Dreamweaver, Illustrator)
MS Office Suite (Word, Excel, Outlook, PowerPoint, Publisher)

SEO, SEM, HTML, Wordpress, Squarespace, Kentico Enterprise, SEMRush,
Google Analytics, Webmaster Tools, Google Adwords, Bing Webmaster Tools

MailChimp, Act-On, Constant Contact, Vocus/Cision, Campaigner, Net-Results,
Direct Mail (email), PRWeb, HARO, Quora, Yahoo Questions, Medium, Squidoo,
Hubpages

Social Media, Content Curation and Publishing via Facebook, Twitter, LinkedIn,
Instagram, Snapchat, YouTube, ScoopIt, Pinterest, Google+

2016 - now • President, The Marketing Desks

Full-stack, boutique marketing agency headquartered in the greater Seattle-Tacoma region offering fractional CMO and remote marketing / virtual marketing services as well as on-site marketing services.

2013-2017, Marketing Director, DB Squared, Inc. (B2B Finance)

Complete oversight, direction and creative for all company marketing strategy, website, blog, SEO/SEM/PPC, press releases, social, email, print and event marketing.

- 200% increase in web traffic first 18 months, 822% over 4 years
- researched/wrote/published more than 600 indexed pages in 2 years
- grew number of social followers by 300%+
- grew email list from zero to >20k
- book of business increase 57% over 4 years, company was sold

2011-2013, 2016 - now Sales and Marketing Director, Soundbuilt Homes

*"We don't know how she does it,
but she puts stuff on the website,
and the homes sell."*

All marketing plus oversight of site agents for multi-community regional new home builder including plats from 1 to 200+ lots. Managed budget and outside vendors. Optimized website, moving multiple site community pages from no ranking to ranking in top 3 pages of Google search results:

- 207% y/y web traffic increase in 2012, 128% y/y again in 2013
- launched blog (additional 60,000 blog visits in 2 years)
- launched email, and social media marketing
- initiated web-based PR campaign for 2013 House for Hope project with MBA Pierce County

2007-2011, Owner, Be InPulse Marketing (independent consultant)

- public speaking - numerous marketing seminars and workshops for small and large groups
- fractional CMO - Seattle-based multi-state wholesale beauty distributor - catalog layout and design, sale sheets, social media, email marketing, intranet design/management
- fractional CMO - Philadelphia-based multi-state wholesale beauty distributor - catalog layout and design, sale sheets, social media, email marketing, content marketing; intranet design/management, reduced catalog production costs by \$60K/year
- graphic design, packaging design, sale sheets, brochures for Seattle-based national beauty manufacturer
- branding consultant for national winery, new website, label design, launched email marketing and social media
- consulting and marketing projects for multiple clients (salon-spa, dental, retail, artisans, transportation, churches, and pro bono projects)

work
history •
highlights

work
history •
highlights

2004 - 2007, Marketing Director, Salon Services & Supplies, Inc. (Renton WA)
B2B multi-state wholesale beauty distributor

Took on graphic design, content, and layout for 20-page catalog 6-7x per annum for use by 30-person, multi-state sales force; reduced catalog design expenses by \$42k/year (more than my salary!)

Maintained corporate website, built and maintained intranet site for support of direct sales consultants.

Launched email and social marketing.

Direct support to both President and VP including recruiting, hiring and training of direct sales force and operations staff.

2002-2004, Human Resources Director & Executive Admin
South Sound Christian Schools (formerly Tacoma Baptist Schools)

Multi-campus, K-12 private educational institution

All HR, benefits administration, external and internal customer communications.

Key role in schools' most profitable annual auction, which grossed over \$100k for the first (and only) time.

Built schools' first website and launched email marketing.

Led multi-campus re-accreditation.

Represented organization at student recruiting events, job fairs, open house events, and industry trade shows.

Facilitated long range strategic planning retreats including research, facilitation, business plan and post-retreat report to constituents; resulting in acquisition of second campus location and expansion of school district by 30%.

1996-2001 - Stay at home mom

1993-1996, Human Resources Director & Executive Admin
Covenant Shores Retirement Community (Mercer Island, WA)

Responsible for campus HR/benefits administration and internal and external communications of 300+ resident retirement community.

Assisted with growth management; campus added 91 unit apartment building and planned skilled nursing facility.

Successfully led and facilitated first-ever national accreditation of campus.

1990-1992 (Hastings, MI) Flexfab, Inc - HR Assistant

1988-1990 (Grand Rapids MI) Repair America - Bookkeeping and Customer Service

1985-1986 (Orem UT) Gallenkamp Shoes - Sales associate, working full time my senior year of high school

volunteer work and charitable interests

The Big Give 2012, 2013, 2014 (Bonney Lake WA)
Church worship lead/music team (from age 13 to now)
non-profit board member 2013-2018, Open Life
Volunteer/Committee Member, Enumclaw-White River
RMEF Annual Dinner Auctions; 2008-2014
Member, Federal Way Chorale 2004, 2006

expertise

B2B and B2C Marketing Generalist,
Content Marketing, SEO/SEM,
Corporate Announcements and Reports,
Press Releases, PR/MarCom,
Workshops and Seminars, Networking Events,
Consulting, Reporting and Analysis,
Strategic / Long Range Planning,
Process / Project Facilitation,
Trade Show and Event Marketing

Real Estate Marketing / New Home Sales,
Salon Marketing, Business Finance (Factoring,
Advances), K-12 Education, Supply Chain

education

1990-1992: Management of Human Resources,
Spring Arbor University, Grand Rapids, MI

1986-1988: Business/Marketing, Cornerstone
University, Grand Rapids MI

Social Media, Email Marketing, Design and
Content, Web Design, SEO, HTML and Admin,
Blog Design and Copywriting, Print/Digital
Graphic Design, Catalog Layout and Design,
Intranet Design and Admin, Publishing

Human Resources Administration
Workers Compensation and Safety
On-boarding Program Design
Orientation and Training
Benefits Administration
Recruiting and Hiring
Policies and Procedures
Handbooks / Manuals

marketing books and calendars (self-published via amazon.com)

salon and spa marketing calendars

2021 - Salon Marketing Calendar
2019 - Salon Marketing Calendar
2018 - Salon Marketing Calendar
2016 - Clients Rule (Salon Marketing Calendar)
2015 - Making the Cut (Salon Marketing Calendar)
2014 - By the Numbers (Salon Marketing Calendar)
2013 - The Art of Attraction (Salon Marketing Calendar)
2012 - 12 Months of Marketing for Salon and Spa
2012 - The One to Watch (Independent Beauty Pros)
2011 - 12 Months of Marketing for Salon and Spa
2009 - Salon and Spa Marketing Calendar

books

365 Days of Marketing
Little White Marketing Lies
Make Over Your Marketing (for Salon and Spa)
12 Months of Marketing for Salon and Spa

small business marketing calendars

2015 - Marketing Ideas Your Mom Would Hate
2014 - From Beginning to End
2013 - 12 Ways to Cheat at Marketing
2012 - Little White Marketing Lies

marketing calendars / other

2015 Real Estate Marketing Calendar: Own It
2013 Marketing Calendar for Dental Practices: Word of Mouth
2013 Marketing Calendar for Restaurants: Marketing Bites