

KRISTIN SIMS GENTRY

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Professional Services Strategic Sales and Marketing Expert passionate about helping people and businesses grow with 9 years experience in client service and relationship-driven sales seeking a role in marketing, communication, social media and web marketing where I can add value to client relationships and impact firm prosperity.

PROFESSIONAL EXPERIENCE

United Way of Metropolitan Nashville • Nashville, TN

United Way is working to advance the common good by focusing on education, income, health and neighborhoods.

Online Engagement (09/10-current): Design and implement social media and online engagement strategy for United Way. Ensure consistent “One Voice” brand and message across online profiles and in email marketing campaigns; generate conversations and engage volunteers and donors through social media; measure and benchmark online presence and gap strategy with tier one United Way cities; compose email copy for weekly communication with corporate donors; revise website content.

The Growth Partnership • St. Louis, MO

The Growth Partnership is the only full-service, multi-disciplinary consulting firm serving the accounting profession, delivering value and focused on becoming the consulting firm of choice for discerning accounting industry clients.

Director of Marketing and Social Media (08/09-07/10): Design and implement social media and online marketing products and strategy for The Growth Partnership and TGP clients. Establish social media and web presence for TGP and clients; ensure consistent brand and message across online profiles; generate conversations and engage customers through social media outlets.

The Alliance of Professional Associations (The APA) • Nashville, TN

The Alliance of Professional Associations (The APA) is a national Association Management Company which exclusively manages professional associations. The APA currently manages Enterprise Network Worldwide, CADCA, CBAN, HCAA, MSA, and NSA.

Associate Director (2005-2009): Primary responsibilities included member services and strategic consulting, event coordination and execution, assisting in member recruitment and program development. Engaged member firms in strategic marketing and business development planning; composed content for marketing materials and conference brochures; managed event logistics with venues, sponsors and speakers; executed all programs and events on time and on budget; facilitated training on client service and business growth strategies for small groups.

Communications Director (2003-2005): Responsible for communicating Network objectives and successes to members and the accounting industry. Assisted with member referrals and requests; maintained website content; informed members of key Network resources through monthly and quarterly newsletters; designed conference brochures and promotional materials; wrote press releases; sold conference sponsorships.

Key Accomplishments

- Quadrupled sponsor revenue for conferences
- Turned an unprofitable business unit into a profitable business line in first year under my management
- Published author in a compilation book project, “Minding Your Family Owned & Managed Business: 26 Strategies for Small Business Success!”

Converge Magazine • Folsom, CA

Converge is a research, event, and media company focused on information technology for the education market.

Inside Account Executive (2002-2003): Acted as the communication extension on behalf of all sales personnel, assisting in all aspects of the sales cycle. Managed some accounts independently; sold event sponsorships and print advertising; responded to all customer proposals and RFP's; developed and maintained an accurate tracking system for scheduling and monitoring follow-up activity for outstanding sales proposals, RFP's and contracts.

Williamson County Tennessee Office of Economic Development • Franklin, TN

The Office of Economic Development facilitates the development of a versatile and effective workforce in order to enhance the growth of Middle Tennessee's emerging knowledge-based economy.

Marketing & Communications Coordinator (2001-2002): Involved in the strategic planning and implementation of “Williamson Works” programs and events. Maintained website content; researched and wrote stories for annual magazine; developed marketing materials; wrote press releases; facilitated Williamson Works internship program.

EDUCATION

Belmont University; Nashville, TN

Bachelor of Business Administration in Marketing (2000)

CONTINUING EDUCATION

Vanderbilt Owen Graduate School of Management, Executive Development Institute; Nashville, TN

Achieving Operational Excellence certificate (2007)

The Rainmaker Academy; Nashville, TN

The Rainmaker Academy Professional Services Sales & Marketing (2006)