

Kristin Fox

Marketing and communications strategist with 10+ years of experience in driving brand growth through media, content, creative, and digital strategies.

Education

March 2023

Google Analytics 4 Certification, Google

2001 - 2005

Business Administration, Marketing, B.S.

University of Southern Maine

Graduated with Cum Laude honors

Skills

Practical

Marketing Strategy
Content Marketing
Brand Development
Social Media Marketing
Content Creation
Communications Strategy
Media Relations / PR
Owned and Earned Media
Copywriting / Editing
Creativity / Design Eye
Project Management
Data Analytics

Technical

Adobe CC: InDesign,
Photoshop, Illustrator,
Acrobat Pro
Microsoft Office
Google Workspace
Google Analytics 4
CMS: WordPress
CRM: MailChimp
Slack
Feedly
Basic HTML

Contact

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Aspen, CO

Experience

March 2021 - present

Career Break: Aspen, CO

- Relocated and took a strategic career break.

April 2013 - March 2021 (Agency closed in 2021)

Kenneth Caldwell Communications: Marketing and PR Manager

Remote: Seattle, Denver, San Francisco

Managed and executed communications and marketing strategies for luxury residential, commercial interiors, and hospitality spaces, enhancing brand visibility and growth for 10 design and architecture firms.

- Oversaw the daily management of projects and initiatives—including content production, communications strategy development, editorial coverage, and digital media presence.
- Managed media relations, ensuring the publication of over 1,000 stories in prominent design media across print, digital, and social.
- Led email marketing strategy and execution, resulting in curated and design-specific content for email newsletters.
- Assessed and reported PR initiative results against established KPIs; identified new media opportunities.

March 2014 - Sept 2014 (Short-term contract)

Airbnb: Digital Product Specialist

San Francisco, CA

Contributed to the content development and oversight of a digital hospitality product, culminating in the launch of “Experiences” in 2016.

- Collaborated with a 17-person experimental product team on Airbnb’s largest project to date, in both scale and complexity.
- Partnered with design and engineering to implement a search function, improving UX, response efficiency, and content quality.
- Conducted research and consolidated user insights to inform strategic product opportunities; executed A/B testing.
- Wrote unique and original content tailored to guests’ questions in real-time; contributed to content database.

March 2011 - Feb 2013 (Company closed in 2020)

Mission Bicycle Co: Marketing Manager

San Francisco, CA

Developed, planned, and implemented content marketing and brand strategies that helped a boutique bicycle brand achieve revenue growth.

- Managed content marketing initiatives, including content creation, growth strategy, engagement, branding, and social media.
- Created content for owned media—including social, e-commerce, and email—shot photography with a modern aesthetic, wrote content, oversaw graphic design, and shaped brand identity.
- Managed three social media accounts, optimized content performance, and launched and grew the @missionbicycle Instagram profile to over 43,000 followers in under 8 months.
- Contributed to other marketing and PR initiatives, including media coverage, exclusive product partnerships, and events.