

KOLINA PAINTER

Sheboygan, WI | 715.370.0614 | kolina.stieber@gmail.com | www.kolinapainter.com

EXECUTIVE DIRECTOR OF MARKETING

Strategic Vision and Execution ▪ Multichannel Marketing ▪ Brand Development ▪ PR & Media Relations

Marketing and communications expert with 10+ years of experience creating holistic and scalable marketing strategies, elevating brand awareness and delivering meaningful results. Manages up to \$500K marketing budgets across multiple channels. Recognized for innovative leadership that fosters culture of growth and drives success. Proficient in print, digital, social, public/media relations, environmental branding, and vendor management. History of creating marketing materials in multiple languages to maximize reach.

- Strategic Marketing Leadership** → Develops and executes marketing strategies that enrich organizational stories, implementing high-performing design, communications, content, and web optimization programs and communications and public relations strategies aligned with organizational goals.
- Creative Innovation and Brand Development** → Pioneered innovative, highly impactful promotional campaign in collaboration with Wisconsin Rapids Rafters baseball team that garnered extensive positive media coverage.
- Project and Program Management Excellence** → Oversees diverse multi-department projects, improving efficiencies, ensuring timely execution of marketing initiatives, and prioritizing and managing multiple initiatives simultaneously.

Core Competencies

B2B / B2C Marketing | Digital Marketing Strategy | Brand Development & Management | Marketing Campaigns | PR & Media Relations
Market Research & Analysis | Budget Management | Stakeholder Engagement | Social Media | Websites | Event Promotion | Vendor Management | Campaign Performance Analysis | Marketing ROI Optimization | Program Evaluation | Partnerships | Team Development

PROFESSIONAL EXPERIENCE

Lakeshore Technical College | Sheboygan, WI

2020 – Present

Part of Wisconsin Technical College system with total undergraduate enrollment of 2,000+ students

EXECUTIVE DIRECTOR OF MARKETING

Brought on to restructure marketing department functions to align with college's goals. Oversees team of 6, managing 17 departments' project flow into marketing office and coordinating up to 100+ projects concurrently. Implemented diverse range of marketing campaigns and strategic overhaul of PR initiatives, resulting in significant boost in media relations.

- **Led full rebrand and restructuring effort**, including development of branding guidelines, editorial style guides, web style guides, and sub-brands where appropriate, collaborating with outside agency to create new logo and gather community feedback.
- Leads development and execution of marketing communication plans aligned with college's strategic priorities.
- Developed and implemented standard operating procedures and implemented efficiencies for department, projects, and processes.
- Revitalized team by restructuring, cross-training, and breaking down siloed roles while also alleviating staff workload stress.
- Collaborates with in-house teams and vendors to develop and execute campaigns; continuously monitor, evaluate, and improve campaign performance through data analysis, generating comprehensive reports and presenting findings to leadership.
- **Managed major website redesign — college's primary marketing tool** — within tight budget and timeframe, enhancing user experience with bounce rate reduction from 58% to 36% and 2-minute average page views, indicating content relevance.
- Boosted new student enrollment via digital and social media, achieving click-through rates 3x above industry standard.
- **Achieved annual average of \$250,000+ in free publicity with over 1.1 million annual views** within Green Bay and Milwaukee media markets, enhancing college's brand recognition. Amplified online and offline presence through successful radio, TV, and online PR campaigns.
- Regularly trained in crisis and incident response management as Public Information Officer, including FEMA certification.
- Elevated awareness of disc golf course and campus by successfully organizing inaugural disc golf tournament in 2021, garnering extensive positive media coverage.

Mid-State Technical College | Wisconsin Rapids, WI

2016 – 2020

Part of Wisconsin Technical College system with total undergraduate enrollment of 2,000+ students.

DIRECTOR OF MARKETING & COMMUNICATIONS

Developed and executed comprehensive marketing plan and media relations strategy in alignment with college's mission, vision, and strategic objectives. Directed and guided creative vision for marketing and advertising campaigns, focusing on growing enrollment. Worked

cross-functionally to extend marketing and branding messaging throughout college to ensure consistent brand identity. Strategic initiatives resulted in **7.6% increase in enrollment over a two-year period, reversing 7-year decline, exceeding annual targets.**

- Initiated hiring processes for key positions needed to strengthen marketing capabilities, expanding team from graphic designer and copywriter to include digital and social media specialist and media buyer.
- Directed strategic digital communications efforts, including full assessment of college's digital presence.
- Developed and enhanced college's governmental relations, managed internal and external communication, and represented college on appropriate committees and at the Wisconsin Technical College Marketing Consortium.
- **Collaborated with Head of Recruitment to develop and execute strategic events** that raised awareness and showcased offerings.
- Instituted groundbreaking summer promotion, "Free Tuition Thursdays" in partnership with Wisconsin Rapids Rafters baseball team, with scholarship funding made possible by Mid-State Technical College Foundation.
 - Prizes included \$500 scholarships, complimentary all-inclusive tickets to Rafters' games, and chance at grand prize of \$15,000—full-ride scholarship to Mid-State.
 - Secured extensive press coverage and social media mentions, effectively raising awareness of educational opportunities at Mid-State and garnering recognition as innovative and significant promotional program in higher education space.

Snap-on Diagnostics | Kenosha, WI

2008 – 2016

Global manufacturer and marketer of high-end tools and equipment for professional use in transportation industry

NORTH AMERICA SALES & MARKETING LEAD - RAPID CONTINUOUS IMPROVEMENT (RCI) (2013 – 2016)

MARKETING SPECIALIST (2010 – 2016)

COMMUNICATIONS SPECIALIST (2008 – 2010)

Aligned annual division strategic goals and set expectations for RCI for team of 23 North American sales and marketing associates, reporting progress to RCI Manager, Financial Controller, and President. Developed and executed marketing and communication plans to launch and promote products, programs, and sales initiatives while ensuring brand consistency and effective market presence.

- Managed monthly strategy deployment meetings for North American and United Kingdom teams.
- Worked closely with key stakeholders to ensure accuracy and on-time delivery of marketing and sales support programs, including product literature, multi-media, website content, advertising, PR, social media, and sales-generating promotions.
- As Communication Specialist, revamped e-commerce website for user-friendliness and customized consumer purchasing paths, maintained franchisee websites, and managed mass email communication for 3,500 franchisees.
 - Conducted bilingual marketing, including translation to Canadian French.
 - Assisted in marketing products at top national trade show.
- Prepared materials for general manager reports, ensuring effective communication of key insights and achievements. Identified potential projects and events to convey significant impact at annual leadership conference.

LEADERSHIP & RECOGNITIONS

Wisconsin Leadership Development Institute (WLDI) Chair Academy Leadership Program

Sheboygan County Chamber Leadership Program

Top Young Professional of the Year Nominee, Sheboygan County Chamber, May 2023

National Council for Marketing & Public Relations (NCMPR) Professional Awards:

Gold Paragon Award, *Outstanding Single Television/Video Ad*, 2020

Silver Paragon Award, *Outstanding Television/Video Ad Series*, 2019

3x District 3 Medallion Award recognition for *Social Media or Online Marketing Campaign*, 2018, 2019

2x Annual Bell Award Winner, Business Marketing Association (BMA) Milwaukee Chapter, 2015, 2011

EDUCATION

Bachelor of Science (BS) in Public Relations, Minor in Imaging Media (Graphic Design)

University of Wisconsin-Platteville