

# DELAYNA KUESEL

Business Marketing Director

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## LINKS

[linkedin.com/in/delaynakuesel](https://www.linkedin.com/in/delaynakuesel)

## SKILLS

Marketing

Business Strategy

Sales

Advertising

Public Relations

Event Planning

Social Media

## LANGUAGES

English

Indonesian

## HOBBIES

Organizing and attending industry events

Meeting with clients

Creating and executing marketing plans

## EMPLOYMENT HISTORY

### ● Business Marketing Director at Big Sky Advertising, MT

May 2022 - Present

- Led a team of 15 marketing professionals and successfully increased sales by 25% within the first year.
- Implemented innovative campaigns that resulted in 10% increase in brand awareness.
- Developed a customer loyalty program which led to 5% increase in customer retention rate.
- Successfully launched 3 new products, resulting in \$1 million dollars in additional revenue streams.
- Negotiated mutually beneficial partnerships with industry leading companies which expanded our market reach by 15%.

### ● Senior Business Marketing Director at Yellowstone Advertising, MT

Jul 2020 - Apr 2022

- Led a team of 15 marketing professionals and achieved annual sales targets by developing and executing effective marketing campaigns.
- Grew market share for the company's products by 10% through innovative product positioning and creative advertising.
- Re-launched the company's flagship product line, resulting in a 20% increase in sales within 6 months.
- Negotiated partnerships with key industry players, which led to increased brand awareness and exposure for the company.
- Managed a budget of \$5 million dollars annually and consistently delivered results under budget.

### ● Lead Business Marketing Director at Missoula Advertising, MT

Sep 2015 - May 2020

- Led the development and execution of marketing plans to support business objectives for a \$3B company, including management of a \$1M annual budget.
- Defined target markets and developed messaging and positioning that increased market share by 2% in first year.
- Partnered with Sales leadership to create account-based marketing programs resulting in an increase in qualified leads by 15%.
- Implemented customer segmentation strategy that improved upsell/cross-sell rates by 3%.
- Led team of 8 direct reports responsible for product marketing, field marketing, events, demand generation, webinars/digital campaigns.