

Kristi Kerr Leonard, MBA

Marketing Strategist. Social Media Consultant. Project Manager. Bilingual.

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K2Connectivity.com

RECENT PROJECTS

- Increased North Texas Master Naturalist event attendance by 23% over prior year and added 6,500 prospects by developing social media strategy and managing Facebook, Twitter and Instagram team.
- Led hikes in the Great Trinity Forest in conjunction with journalist Amy Martin and anthropologist Linda Pelon. Introduced Rickey Callahan (City Council District 5), DPD, DFD and other city officials to the forest.
- Grew revenue by 113% and added 40% more patients by leading the digital platform rebranding and hosting live events for medical spa and surgical office.

EXPERIENCE

Currently

Marketing Director, Consultant

Texas Financial Partners

- Design and implement marketing strategy for interactive agency
- Develop web content, LinkedIn strategy and outbound marketing communication adhering to regulatory guidelines
- Plan and coordinate industry and client events

Ten years

Founder and Owner

K2 Connectivity-Connecting Business with Nature, Marketing and Business

- Develop and implement marketing and social media campaigns to organically grow revenue
- Manage process improvement plans within financial and operational segments of businesses
- Build client relationships with North Texas Master Naturalist, Dr. and Mrs. Thornwell Parker III, Elevate Medical Spa, CD Wealth Management and The Elisa Project

Ten years

Founder and Owner

Head Bank Freelance Advertising

- Managed hundreds of television, radio and print projects for clients and brands including Pepsi, Frito-Lay, Coors, La Madeleine, Johnson & Johnson, SMU and Children's Medical Center of Dallas
- Built the first freelance advertising businesses outside of NY and LA areas, personally generating revenue over a million dollars annually

Six years

Account Supervisor

The Richards Group

- Managed budgets over \$6 million for companies including TGI Fridays, Memorex and Dallas Children's Advocacy Center
- Supervised national television and radio campaigns
- Won multi-year government contract for AIDS prevention project earning award-winning television and print campaigns

CLIENT COMMENTS

"So, you're thinking about hiring Kristi? Well, here are a few things you should know. She's highly organized and capable of effectively dealing with a lot of balls simultaneously. Her acute attention to details means that she seldom makes mistakes (or lets other people around her make one). A job will get completed if Kristi is in charge; she is a take-charge kind of person who likes to "Finish" things." Principal, The Richards Group

"One of the things that amazed me about working with Kristi was the sheer variety of areas she was able to work effectively in. It seemed whatever we needed, she could quickly understand the basics of the issue and identified the best people for the job. She was meticulous in her attention to legal details and obtained all necessary releases and copyrights. She excelled in detecting where potential problems lay, then coming up with solutions." Author and Deacon

"Kristi has a very unique ability to push projects through and get things done that make her invaluable." Surgeon

"Kristi has a keen eye for identifying market opportunities. She launched Head Bank Freelance Advertising -- the first creative outsource agency of its kind -- whose senior creative talent was coveted by top advertising agencies in the Southwest. Thus a trend began." Head of Communications, National Non-Profit

EDUCATION AND CERTIFICATIONS

UT Austin, BA Spanish and History/Universidad de Valencia and Universidad de Granada

Thunderbird School of Global Management, MBA International Business

SMU, Certificate of Digital Communications and Social Media

SMU, Certificate of Advanced Social Media Management Analytics and Monitoring

North Texas Master Naturalist

Eco Environmentalist, Audubon

Yoga Therapy Teaching Training, 200 Hours

VOLUNTEER WORK

Trinity Park Conservancy

Perot Museum of Nature and Science

Boy Scouts of America

SPCA

Austin Street Shelter

State Senator John McCain, Intern