



CHRISTIN MAGUIRE



Breckenridge, CO



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My approach to marketing focuses on integrated planning, incorporating business development and resource management into a comprehensive marketing strategy. With a background in both graphic and web design, I provide creative leadership to elevate, refine, and consistently exceed expectations.

EXPERTISE

- » Marketing strategy
- » Strategic planning
- » Budgeting
- » Branding + brand strategy
- » Art/Creative direction
- » Project management
- » Digital marketing
- » Content marketing
- » Graphic design
- » Web design

EDUCATION

Master of Sciences | 2012
University of Edinburgh, Honors
Social + Cultural History

Bachelor of Arts | 2008
University of Richmond, Cum Laude
Spanish (Major)
Int'l Studies: Modern Europe (Major)
Studio Art (Minor)
History (Minor)

WORK EXPERIENCE

CHIEF MARKETING OFFICER

Coldwell Banker Mountain Properties | various | Aug 2020 - Jul 2023

- Developed strategic marketing and advertising plan, with data-driven annual roadmap, for luxury real estate brokerage with twelve locations across four states, from Jackson Hole, WY to Santa Fe, NM.
- Worked directly with the CEO and COO to improve and refine the company's marketing offerings to its agents to enhance recruitment and retention initiatives.
- Worked directly with CFO to set profitability targets and guide ROI measurement.
- Provided leadership and oversaw a team of six marketing professionals. Developed strategic marketing programs, templates, and workflows for the marketing team and directed their implementation.
- Drove web design, graphic design, and copywriting for all company-level marketing and advertising campaigns, ensuring adherence to national and brokerage brands across print and web.

MARKETING DIRECTOR

Slifer Designs | Edwards, CO | Jan 2019 - Feb 2020

- Developed strategic marketing and business development plan for high-end interior design firm after undertaking a full audit. Implemented marketing strategy, providing leadership and creative direction.
- Led marketing initiatives: budgeting, media buys, agency and vendor management, media relations, digital marketing, graphic design, asset creation, and brand management.
- Photo/video shoot production, coordination and on-set art direction.
- Created branding pieces for internal and external use including graphic design and copywriting.
- Developed and executed programs to improve organizational efficiency: established lead tracking/scoring process, sales funnel mapping, CRM.

SKILLS + TOOLS



MARKETING

- » Google Ads
- » Google Analytics
- » Mailchimp
- » Canva
- » Figma
- » Unbounce
- » Meta Business Suite



PROJECT MANAGEMENT

- » Slack
- » Asana
- » Trello
- » Google Docs
- » Office 365
- » Zapier
- » Manifestly
- » HubSpot



GRAPHIC DESIGN

- » Adobe Illustrator
- » Adobe Indesign
- » Adobe Photoshop
- » Print/publication layout



WEB DESIGN

- » Wordpress
- » Webflow
- » HTML/CSS

WORK EXPERIENCE CONT.

MARKETING DIRECTOR

Vail Jazz | Vail, CO | Mar 2014 - Oct 2018

- Developed and implemented annual strategic marketing plan for events-based 501(c)3 nonprofit organization. Led integrated planning, operations, budgeting, and resource management initiatives. Managed all media buys, vendors, freelancers, and consultants.
- Spearheaded rebranding process. Implemented and managed new brand, ensuring cohesive messaging and identity across all platforms. Undertook full redesign of website, including wireframing, data migration, front end development, responsive design, and usability testing. Achieved unprecedented growth metrics after first year: +309% sessions, +368% users, +569% mobile users.
- Engaged in strategic planning process, working with key stakeholders to develop plan for organizational development and growth. Budget expanded 87.2% during my tenure.
- Designed concept artwork for annual Festival, Gala, special events, and Winter Series. Designed all promotional materials/collateral: print ads, festival program, physical branding, merchandise, etc. Designs won Hermes Creative awards in 2016, '17, and '18.

MARKETING CONSULTANT

Cleverly Made LLC | 2013 - present

- Marketing strategy, branding, front-end web development, and graphic design.
- Clients include: Vail Health, Coldwell Banker, Byers Peak Ranch Management, Mountain Equities Group, Elmore Companies, RedTooth Imagery, and Borgerson Design Architecture.

MEMBERSHIPS + CERTIFICATES

Duke University Nonprofit Management Certificate

Advanced Google Analytics Certificate

AWARDS + HONORS

Hermes Creative Awards (3)

Platinum awards for design

Sigma Delta Pi

Hispanic Honor Society

Phi Sigma Iota

Foreign Language Honor Society

Phi Beta Delta

Int'l Scholars Honor Society

Nat'l Hispanic Merit Scholar

Tuition Exchange Scholarship

Full tuition academic scholar