

# KRYSTLE CHRISTENSEN

Creative Leader | Brand Builder | Customer Experience Maker

(612) 226-7227 • krystle@holycropcreative.com • holycropcreative.com



A collaborative and entrepreneurial Creative Leader with expertise in using data and insights to lift top tier brands for clients. Renowned for adeptness in navigating complex challenges within both global corporations and mid-sized enterprises, across a multitude of industries. Crafting innovative brand strategies tailored to align with overarching business objectives and facilitating sustainable growth. An advocate for using human-centered design to create brand affinity and push market momentum. Whether a 'single brand' or 'house of brands' I spearhead initiatives that not only differentiate, but also engage and inspire. A leader that is self-aware, approachable and committed to fostering a culture of curiosity and innovation. Confidence that creativity thrives in an environment where individuals feel both supported and challenged. Collaboration is essential to any successful creative endeavor, and I pride myself on building bridges between teams and nurturing cross-functional relationships. A versatile executive who excels across diverse organizations, cultures, and environments.

## PROFESSIONAL EXPERIENCE

### HOLY CROP CREATIVE

An agency focused on creating boss brands and experiences on a beer budget.

#### Founder, Creative Lead (2012-Present)

Specialized in rejuvenating existing brands for large corporations or building new brands from scratch. Creating brand strategies tailored to your unique business goals and your customer needs. Executing logos, brand identities and marketing content. Using data and insights to optimize your digital channels and physical experiences. Using evaluation of flows, journey mapping, prototyping of recommended improvements and testing plans. Aimed at boosting your customer engagement, order value and retention.

### BSG (BREWERS SUPPLY GROUP) & RAHR CORPORATION

Agriculture products, distribution for brewing and services; 500 employees; \$800M annual revenue

#### Senior Director of Marketing, Creative & Brand (2021-2023)

Spearheaded a rapid marketing transformation encompassing a company rebrand, marketing operations, and technology ecosystems. Built and developed a cross-functional team, defined marketing OKRs, introduced new functions, coached team members, and realigned roles and responsibilities to boost productivity and create clear career pathways.

- Executed market research and customer interviews to generate a competitive brand landscape gaining the brand industry foothold. Developed brand, marketing and social media strategies with success metrics and reporting.
- Directed the crucial six-month development of multiple rebrands and the creation of the Rahr 175-year brand. Implemented brand strategy and marketing campaigns leading up to the flagship event launch.
- Developed a comprehensive written and visual brand identity for CanCraft. Built a new website and campaigns that significantly increased revenue and lead generation.
- Created brand guides and internal portals to facilitate collaboration across the organization, ensuring brand integrity and consistency.

## ACCOLADES

- Generated a multiple offers acquisition with groundbreaking UX/CX capabilities and \$900k+ in pipeline.
- Implemented operational cost savings to recover \$200k+.
- Built 75+ high-revenue ecommerce experiences for global clients. Including Omron Healthcare and Playseat, that resulted in record breaking sales.
- Strong record of success in building teams and marketing operations from the ground up.
- Provided brand and experience insights at speaking engagements for WP Engine, Digital River and Rahr Corporation.

## CORE COMPETENCIES

Brand Positioning and Vision  
Creative Direction  
Photo and Video Set Direction  
Digital and Immersive UX/CX  
Creative Operations  
Marketing Team Management  
Design  
Performance Marketing  
Thought Leadership  
Public Speaking

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- Delivered complete overhaul of brand websites and architecture, reaching WCAG compliance and cutting costs. Refined digital channels and their roles.
- Identified inefficiencies and developed solutions, implementing task intake processes, project management systems, and resource-sharing frameworks to optimize team capacity and enhance cross-department communication.
- Key in launching a new e-commerce revenue stream by establishing a vetting process, creating a BRD, building the team, and guiding platform selection. Collaborated with an agency to develop the website, serving as both leader and hands-on contributor to UI design.
- Executed \$200k+ in cost-saving measures by phasing out deprecated technology, renegotiating pricing and changing out vendors.
- Recognized with 'Catalyst of Change' award for exceeding execution of goals.

## ASTOUND DIGITAL (NEW YORK AND SAN FRANCISCO)

An award-winning digital commerce agency; 1,300 employees; driving \$10B in revenue.

### Senior Director of Creative UX/CX (2021)

Successfully led the team through acquisition and integration, driving growth and executing experience-driven digital commerce projects. Implemented advanced commerce strategies using usability evaluations and data-driven journey mapping. Built lasting client relationships through strategic insight and creative excellence, while providing leadership across creative functions to fuel client growth.

## DIGITAL RIVER & MARKETFORCE, INC.

Global cloud SaaS ecommerce solutions and digital agency; 2,250 employees; \$500M revenue

### Senior Director, Creative UX/CX (2021-2015), Senior Creative Manager & Designer (2011-2015)

Led 20+ direct reports across 5 global offices. Direct staffing and resource planning to align with P&L and growth objectives. Developed global and localized brand strategies, collaborating across geographies, levels and functions. Developed strong relationships and key client accounts like Sony, Logitech, Rockstar Games, Playseat and Omron Healthcare.

- Subject Matter Expert for digital brand experiences. Provided thought leadership for clients and prospects on global stages.
- Played a key role in acquisition of Digital River to a private equity firm and MarketForce, Inc (digital agency) to Astound Digital by crafting a new brand identity and building a customer-centric company website.
- Directed building brand identities for owned brands (MarketForce, MyCommerce and BlueHornet) to facilitate divestment.
- Developed five-year growth strategies, secured C-suite and executive buy-in, and built comprehensive frameworks from the ground up to execute and surpass growth objectives.
- Recognized with several 'Employee of the Quarter' and 'Highest Performer' awards. Won president's club for exceeding five-year growth strategy.

## CLIENTS

Bosch ▪ Sony Mobile ▪ Logitech  
Fortinet ▪ Omron Healthcare  
DeLonghi ▪ Nespresso ▪ Blizzard  
Rockstar Games ▪ Wagner

## INDUSTRIES

ProAudio ▪ Technology ▪ Gaming  
Healthcare ▪ Food & Beverage

## TOOLS

Figma ▪ Adobe Creative Suite  
Atlassian Stack ▪ Microsoft Office  
Project Management  
Communications Tools

## EDUCATION

Bachelor Degree in Graphic Design  
The Art Institute International

## COMMUNITY

### MCRS

Board Member  
Marketing & Comms, Lead

### OAKHILL CEMETERY

Board Member

### NEDA

Death Doula Certification

### SAINT THERESE

Volunteer