



# KRYSTLE CHRISTENSEN

Insights fuel me, creativity drives me and legacy follows.

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

A creative force with an entrepreneurial edge, I fuse data, insights, and human-centered design to propel top-tier brands forward. Whether shaping a single brand or an entire portfolio, I craft strategies that don't just stand out—they set the standard. With a knack for turning challenges into compelling creative solutions, I integrate design expertise into the development and execution of brand guidelines. I bring vision to life while ensuring consistency across all marketing channels, rolling up my sleeves as a hands-on contributor to maintain quality and meet deadlines. As a self-aware and approachable leader, I cultivate an environment where teams feel both supported and challenged—because that's where the best ideas happen.

## PROFESSIONAL EXPERIENCE

### HOLY CROP CREATIVE

2006-Present

An agency focused on connecting your Brand to your Customers.

#### Founder, Lead Brand Designer, Brand Strategist, UX/CX Consultant

Executed brand projects for small to medium businesses, looking to create a brand or level up and refine their existing brand. Created competitive brandscapes and strategies to help companies gain market share and reach their business goals. Using data and insights; I build evaluation of flows, create journey maps, and prototype recommended improvements and testing plans.

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

Aug 2021 - May 2023

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

#### Senior Director, Marketing and Brand

Jul 2022 - May 2023

**Spearheaded a rapid marketing transformation.** Executed digital marketing & brand strategy with channel plan. Refined the volume of channels based on data, built new channels, established and exceeded KPIs and managed budgets.

**Implemented marketing operations,** which helped the company regain \$200k+ in revenue. Including renegotiating contracts, vendor management, task ticketing system, capacity planning and new marcom technology.

#### Senior Director, Brand and Creative

Aug 2021 - Jul 2022

**Generated a competitive brandscape** based on market research and customer interviews to help regain industry foothold. Developed multi-year strategic plans for brand, marketing and social media with success metrics and reporting.

**Executed a rebrand of the BSG family of brands** in six months, to align with our flagship event of the year. The project encompassed new logos, comprehensive written and visual brand guidelines, marketing assets, new tradeshow properties, and branded swag. Additionally, developed the Rahr 175-year anniversary brand, ensuring a cohesive and impactful brand presence. Established and expanded the CanCraft brand identity, by building brand guides, a new website and campaigns that drove 360 leads and \$7.5M in new revenue (Jan-May 2022).

**Enhanced collaboration between Marketing and Sales** by streamlining operations. Established clear communication channels, a structured request process, data reporting systems, and centralized portals to ensure seamless brand adaptation with minimal friction. This process was later adopted company-wide for greater efficiency and consistency.

## WHAT I KNOW

### Brand Identity & Strategy

Crafting compelling, high-impact brand narratives

### Creative Direction

Leading vision-driven design and storytelling

### Digital & Immersive UX/CX

Elevating user experiences across digital and physical spaces

### Creative Operations & Optimization

Streamlining processes for maximum efficiency

### Team Leadership & Mentorship

Building, inspiring, and empowering high-performing teams

### Innovative Design Solutions

Merging aesthetics with functionality for exceptional results

### Photo & Video Production

#### Leadership

Directing high-quality, brand-aligned visual content

### Performance Marketing &

#### Conversion Strategy

Driving engagement, growth, and ROI

### Thought Leadership &

#### Industry Influence

Shaping the future of creative strategy and execution

### Public Speaking &

#### Brand Evangelism

Engaging audiences with insight and inspiration



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## ASTOUND DIGITAL (NEW YORK AND SAN FRANCISCO)

Feb 2021 - Aug 2021

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

### Senior Director, UX/CX

Led teams and clients through acquisition and integration, ensuring seamless transitions, sustained revenue growth, and open communication.

Designed and led the creation of digital experiences for top global brands in consumer goods, healthcare, and services, using heuristic evaluations to shape intuitive journey maps.

## MARKETFORCE, INC.

Jan 2019 - Feb 2021

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

### Senior Director, Global Creative and UX

Managed 20+ direct reports across 5 global offices. Executed staffing and resource capacity planning to align with business goals.

Developed a 5 year strategic plan to launch Creative & UX / CX offerings, secured Executive buy-in, and built comprehensive frameworks from the ground up to execute and surpass growth objectives.

Led the brand development for MarketForce to support its acquisition, creating logos, full-scale brand guidelines, marketing assets, pitch decks, and a website.

Generated a multiple offers agency acquisition, by building a UX / CX client offering, staffing and mentoring a groundbreaking UX / CX team and selling \$900k+ in pipeline.

## PREVIOUS RELEVANT EXPERIENCE

### DIGITAL RIVER, INC.

Apr 2011 - Jan 2019

Senior Global Creative Director (Jan 2018 - Jan 2019)

Creative Director (Nov 2015 - Jan 2018)

Senior Creative Manager (Feb 2015 - Nov 2015)

Senior Graphic Designer (Apr 2011 - Feb 2015)

### BOSCH SECURITY AND SAFETY SYSTEMS (PRO AUDIO)

Aug 2007 - Apr 2011

## EDUCATION AND AWARDS

Bachelor Degree in Graphic Design (2007) - The Art Institute International

Certification in Branding, Generative AI and Social Media (current) - BrainCo

Awarded 'Catalyst of Change' - BSG and Rahr

Awarded 'Highest Performer' and President's Club - Digital River and MarketForce

## VOLUNTEER AND BOARD ROLES

Lead, Marketing and Communications (Mar 2024 - current) - Minnesota Companion Rabbit Society

Board, Program Director (2025 - 2026) - User Experience Professional Assoc (UXPAMN)

Board Member (Jan 2017 - current) - Oak Hill Cemetery

## ACCOLADES

Executed several large-scale rebrands for companies in technology, healthcare and brewing. Working within single brands and entire portfolios.

Implemented marketing operations, which helped the company regain \$200k+ in revenue. Including renegotiating contracts, vendor management, task ticketing system, capacity planning and new marcom technology.

Generated a multiple offers agency acquisition, by building a UX / CX client offering, staffing and mentoring a groundbreaking UX/CX team and selling \$900k+ in pipeline.

Executed digital marketing & brand strategy with channel plan. Refined the volume of channels based on data, established new channels, established KPIs and budgets.

## 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  
PM & Communication Tools