

marketing

WHEN YOU NEED SOMEONE WHO WILL
GET IT RIGHT THE FIRST TIME.

CREATIVE. ANALYTICAL. RESOURCEFUL.



Fill the gap in your marketing with

Kristi Grigsby

*Services * Background * Portfolio*

marketing services

KristiGrigsby.com

Where's the gap in your **MARKETING?**

MARKETING LEADERSHIP

- Strategic guidance
- Business planning
- Mentoring teams
- Interviewing
- Visioning and tactical execution

MARKETING PROJECTS

- Brand identity
- New product launches
- Sales enablement
- Lead generation
- Presentations and proposals

MARKETING COMMUNICATIONS

- Creative content
- Website copywriting
- Press releases
- Case studies
- PR and award programs

**The marketing expertise and power you need to
push your brand over the finish line.**

WORKING WITH KRISTI

“

Kristi has become our secret weapon. Our entire company loves the work we're cranking out!

We've never been able to articulate our story but she nailed it.

You have been a driver of real change...these have been the best days of my career here.

Fun to work with...my whole staff feels like she's part of our team.

I've been here for over 10 years and we've NEVER had marketing like this. Thank you!

She takes my ideas and makes them even better.

Such a delight to work with. I've learned so much from you.

It's amazing to see what can happen when you have the right message targeted to the right audience!

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BIOGRAPHY

KRISTI IS AN ACCOMPLISHED MARKETING EXECUTIVE WITH A UNIQUE ABILITY TO TAKE A VISION AND BRING IT TO LIFE.

I am an accomplished marketing executive with a 20+ year career that began in finance and evolved into a talent for bringing ideas to life. I've authored everything from technology whitepapers to children's books; I've armed sales teams with tools from presentations to websites; and I've scored numerous prestigious industry awards for my employers including Red Herring, CODiE and Stevie. I do my best to make the most of every day - both in and out of the office - and continue to strive for achievements that seem out of reach to others, just because it's fun.

I have not met a corporate environment that couldn't benefit from an entrepreneurial drive. I enjoy the challenge of delivering big results with small teams and have done so in numerous industries including technology/computer software, payments, financial services, telecommunications and healthcare.

Specialties include communications, branding, lead generation and storytelling



through the creation of print, digital and video assets that support sales. Additional areas of expertise include product marketing, strategic planning, public relations, analyst relations, creative writing, team building and leadership.

INDUSTRY: FINTECH

This growing FinTech company needed additional marketing power to keep up with the growing demands. Became an extension of their team; a reliable resource for expertise and execution of new product launches, ever-changing content needs and collaborative marketing support needed for growing partnership channels.

INDUSTRY: SOFTWARE

Established 25+ year old software company sought to refresh its brand, strengthen positioning and drive leads. Collaborated with executive and management teams to refine messaging, create supporting collateral, develop lead generation campaigns. Partnered with client's digital marketing agency to mirror those efforts through all channels.

INDUSTRY: ELEARNING

This fast growing, innovative eLearning startup was overflowing with big ideas and brilliant employees, but needed help overcoming language barriers presented by their non-native US language. Collaborated with their team to understand ideas and goals, and provided compelling copywriting for campaigns that would expand their business model into the US.

INDUSTRY: TELECOM

Following new infusion of VC investment, established company needed to re-position as a more modern and compelling service provider, and they needed someone to understand their long-term vision and what it would take to get there. Strengthened messaging, developed strategic direction, assisted in hiring and onboarding permanent marketing leadership.

INDUSTRY: BIOMEDICAL

Non-US startup needed assistance in conveying their ideas and company mission to a US audience. Worked with founder to understand the vision and goals, and created copy that represented their emotionally-charged viewpoints and connected with their desired US audience.

INDUSTRY: ELECTRONIC TOYS

Dynamic startup funded by well-known investment funds, VC and a couple of Shark Tank investors needed help telling their story in ways that would please its diverse audience of consumers, media, investors and partners. Provided copywriting and additional marketing tips and recommendations.

READY TO VIEW PORTFOLIO SAMPLES?

SEE HOW I'M HELPING MY CLIENTS FILL THE GAP IN
THEIR MARKETING NEEDS - AND ACHIEVE
EXTRAORDINARY RESULTS ALONG THE WAY.

[VIEW PORTFOLIO SAMPLES](#)