

KRISTEN TROXELL

[HTTPS://KTROXELL20.WIXSITE.COM/PORTFOLIO](https://ktroxell20.wixsite.com/portfolio)

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WORK EXPERIENCE

Halter Ranch

Paso Robles, CA

Marketing Coordinator

11/2022 – Present

- Developed and executed email campaigns that achieved a 377.52% increase in conversions from email campaigns and automated flows to the Halter Ranch website (September–December).
- Spearheaded a comprehensive website redesign, enhancing user experience and increasing site traffic by 17% MoM.
- Manage and create content for Facebook, Instagram, and TikTok, driving a 10% YoY growth in followers.
- Collaborate with cross-functional teams to align branding, events, and product launches with company goals.

Marketing Assistant

11/2021 – 11/2022

- Designed promotional materials to enhance a cohesive and impactful brand image, utilizing Adobe Creative Suite.
- Launched targeted email campaigns increasing customer engagement by 20% and e-commerce revenue by 15%.
- Promoted within one year for exceeding job responsibilities and demonstrating proactive initiative during company expansion.

Wine Warehouse California

Carlsbad, CA

Chain Sales Representative- North County San Diego

07/2021 – 10/2021

- Managed eight accounts within a defined territory, cultivating relationships with store managers and wine department buyers to drive sales.
- Analyzed sales trends to influence purchasing decisions and increase product visibility in stores.
- Executed merchandising programs, including floor displays and price updates, to drive sales.

Eberle Winery

Paso Robles, CA

Wine Club & Tasting Room Associate

04/2019 – 07/2021

- Consistently exceeded sales targets, earning “Sales Associate of the Month” within six months.
- Collaborated with the Sales team to achieve monthly revenue growth exceeding \$100,000 year-over-year.
- Designed and analyzed customer satisfaction surveys to improve team performance and customer retention.

Cal Poly Facilities Management & Development

San Luis Obispo, CA

Human Resources Assistant

01/2018 – 04/2019

- Developed and updated facility reference materials such as, Wiki pages powered by Atlassian Confluence, informational flyers, and Excel spreadsheets, while maintaining a high degree of confidentiality.
- Systemized employee files and HR documents for managerial review and to ensure regulatory compliance.

ENTREPRENEURIAL EXPERIENCE

- **City Farm SLO:** Sole designer and developer for the nonprofit’s website redesign using Wix, implementing strategic SEO plans and accessibility enhancements. Increased unique visitors, organic traffic, and sessions by 38%.
- **Estrella Warbird Museum:** Conceptualized and designed print collateral for Youth Aviation Club, increasing membership by 185%.

EDUCATION

California Polytechnic State University, San Luis Obispo, CA

B.S. in Business Administration with Marketing Management Concentration

SKILLS & KNOWLEDGE

Microsoft Office (Excel, Word, Outlook, Access) | G-Suite | Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom) | Email & SMS Marketing (Klaviyo, Mailchimp, RedChirp, Attentive, Constant Contact) | Content Management System (Shopify, Wix) | Social Media Platforms | Google Analytics