



Kirstin Orr

Dynamic, data-driven leader who understands how to deliver marketing strategies — and results — that exceed organizational goals.

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in /in/kirstinorr

Springfield, VA (Moving to Charlotte, NC)

EXPERIENCE

VP, Marketing

Feb 2017–present

National Association of Federally-Insured Credit Unions (NAFCU)

Arlington, VA

Results-driven leader of the marketing division in forward-thinking financial services trade association. Responsible for creation, oversight and execution of dynamic marketing strategies that tell the association’s story, engage members and potential members, build the association’s brand and drive revenue. Selected for vice president after exhibiting acute understanding of big picture goals and strategy, and ability to put the pieces together to achieve those goals and help the organization evolve and grow.

- Works with executive and management teams to develop and integrate marketing plans for education, events, membership recruitment and retention, services, content and products.
- Directs development and implementation of promotions, media selection, production, budgets, market research and analysis.
- Exceeds annual conference registration revenue goals each year.
- Surpassed monthly webinar revenue goals by over 78% on average in 2019, through revamped webinar marketing strategy.
- Instituted email re-engagement strategy resulting in 8% of audience re-engaging after a year of inactivity.
- Established guidelines for email frequency resulting in 25% more monthly users to the website from email.
- Oversees organization’s first content marketing strategy, which has resulted in increased engagement, leads and social traffic.
- Co-chaired large-scale market assessment project, including garnering executive buy-in, securing and tracking budget, vendor selection and socializing results organization-wide.
- Reorganized division in order to modernize and better align roles.
- Lead ground-up redesign of corporate website resulting in increased transactions (6%), organic traffic (16%), pageviews (18%), and engagement (30%).
- Developed integrated membership marketing plans to help drive 25% growth during 19% industry consolidation in same timeframe.

Director, Digital Strategy Digital Content Strategist

Nov 2014–Feb 2017
Aug 2012–Nov 2014

National Association of Federally-Insured Credit Unions (NAFCU)

Arlington, VA

Built NAFCU’s digital strategy and team from the ground up, ensuring brand consistency, optimal user experience and engagement. Earned promotion to director and secured new FTE direct-report following superior performance and demonstrated ability to lead and deliver results in digital channels.

SKILLS

- Leadership
- Marketing Strategy
- Digital Marketing
- Website Optimization
- HTML
- CSS
- Content Management
- SEO
- Email Marketing
- Social Media
- Data Analytics & Reporting
- Copywriting
- Content Marketing
- Project Management

SOFTWARE CAPABILITIES

- MS Office Suite (Word, Excel, Access, PowerPoint, Outlook, etc.)
- Adobe Photoshop, Dreamweaver, InDesign, Illustrator, Premiere Pro
- CRMs, including Salesforce and iMIS
- ExactTarget, Constant Contact, and HigherLogic email broadcast systems
- HigherLogic Online Community Management System
- Google AdWords, Analytics, and Tag Manager
- Hootsuite, Facebook, Twitter, LinkedIn and other social media platforms
- Drupal, Wordpress, Ektron, Typepad and other content management systems

EDUCATION

Bachelor of Science in Business, Marketing Management, May 2006
Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA

- Oversaw association websites, including strategy, content management, Search Engine Optimization (SEO), analysis, reporting and continuous improvement.
- Served as the technical and digital marketing subject matter expert, representing the digital point-of-view on projects across the organization and provided overall project management for all digital initiatives.
- Lead successful website redesign project, moving the association to a responsive design interface and reorganizing content for optimal usability. Success metrics included 12% increase in organic traffic, 7% more pageviews, and 15% more online conference registrations.
- Implemented SEO strategies that resulted in 38% more organic traffic to web properties in first year of position and over 10% increase in organic traffic each following year.
- Developed and lead implementation of conference mobile app strategy across all in-person events resulting in 82% usage and 97% excellent/good app satisfaction rating on average per event.
- Developed and oversaw association social media strategy garnering 27% increase in social community and 95% increase in social traffic to corporate website compared to previous year.

**Senior Associate Director of Marketing
Marketing Manager**

*Nov 2011–Aug 2012
Dec 2008–Nov 2011*

NAFCU Services Corporation

Arlington, VA

Manager of small, fast-paced marketing team in financial services association affinity marketing company. Responsible for developing and overseeing comprehensive marketing affiliate strategies for 30 “Preferred Partners,” to include website, email, direct mail, social media, advertising, public relations, event sponsorships, and creation of digital content assets (webinars, podcasts, etc.). Promoted to senior associate director following exceptional partner relations and leadership skills. Had three direct reports.

- Managed and implemented comprehensive marketing strategy for CULookup.com, including content creation, SEO, advertising and public relations. With minimal marketing budget, obtained 50% and 82% growth in visitor traffic in first two years of management. Improved SERP position to top five on page one. Developed successful PPC campaign resulting in 25% more traffic.
- Created and managed comprehensive social media strategy, driving 7% more visitors on average each month to corporate website and partner landing pages, and 81% growth in organic search traffic.
- Launched NAFCU Services Blog, including web design and SEO, marketing and writing posts. Became the number one traffic referrer to partner landing pages.
- Identified new advertising partner expanding reach to over 30,000 primary target contacts.

Marketing Communications Specialist

Jul 2007–Dec 2008

SciQuest, Inc.

Cary, NC

Fundamental member of marketing operations team at rapidly growing software-as-a-service company. Responsible for creating and executing all email and direct mail campaigns. Planned, marketed and implemented webinars that resulted in 550% increase in attendance from previous year.

Managed website as a lead-generation tool, including leading a full website redesign completed in 3 months. Designed graphics for HTML email communications, print and web ads, direct mail campaigns, corporate PowerPoint, brochures, and a variety of sales tools. Liaised with several vendors.

**Marketing Program Specialist
Marketing Assistant**

*Oct 2006–Jul 2007
Jul 2006–Oct 2006*

The Training Network

Durham, NC

Key member in fast-paced direct marketing company. Responsible for developing and implementing promotional plans, including email, fax and insert campaigns that resulted in a ~20% increase in channel sales. Managed website merchandising, copy, and navigation for new brand. Facilitated communication between management and design/production teams and vendors. Promoted within 3 months for exceptional project management, marketing and analytics skills.