

KRISTIN HANSEN-MELLISH

Creative Project Management | Brand Governance
Creative Operations

CONTACT

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EDUCATION

Master of Business
Administration, Marketing
Emphasis
*Southern New Hampshire
University
Manchester, NH | 2019*

Bachelor of Science,
Graphic Design
*Walla Walla University
College Place, WA | 2005*

EXPERTISE

- Creative Project Management
- Brand Governance & Standards
- Creative Operations
- Design Management
- Cross-Functional Coordination
- Creative Workflow Development
- Project Intake & Prioritization
- Creative Production
- Visual Brand Management
- Stakeholder & Vendor Management
- Creative QA & Review
- Marketing Project Management
- Process Improvement
- Event Project Management
- Content & Campaign Development
- Team Mentoring

PROFILE

Creative project and marketing professional with 20+ years of experience spanning design, brand management, and marketing execution. Proven ability to coordinate cross-functional projects, manage workflows and vendors, and deliver high-quality creative aligned with brand and business goals. Brings a unique blend of design expertise, marketing strategy, and project leadership, backed by an MBA in Marketing.

PROFESSIONAL EXPERIENCE

Venture Title & Escrow | Meridian, ID *May 2022 - Present*
Marketing Coordinator | Founding Company Team Member | July 2024 - Present

- Built and manage in-house marketing spanning brand management, creative development, print and digital marketing, website content, email, events, sales support, and marketing technology.
- Manage approximately 7-10 active projects at a time, coordinating priorities, timelines, approvals, and deliverables across 12 internal stakeholders and 6 ongoing external vendors.
- Reduced third-party marketing spend by \$50K in the first year by bringing creative and marketing execution in-house, effectively offsetting the year's paid ad spend.
- Increased organic social media industry followers from 74 to nearly 1000 over two years across LinkedIn, Facebook, and Instagram to meet strategic goals through organic strategy, campaign planning, and consistent content execution.
- Serve as a brand steward, reviewing creative, promotional materials, sponsorships, and new initiatives to ensure alignment with brand standards, audience, and business objectives, and brand onboarding for new employees.
- Led significant portions of a website redesign and digital experience launch, developing content, UX copy, SEO, customer resources, workflows, email templates, and functionality—partnering with third-party developers on QA and implementation.
- Created 10+ reusable project plans and workflows in Smartsheet for events and other internal projects, providing consistency and simplifying repeat execution.
- Co-directed and coordinated charity fundraising tournament from ideation to execution, including design and marketing, tournament play management, participant experience, online silent auction management, charity partner relationship, vendor selection, sponsor benefits, and resulting in nearly \$50K net charity donation across two events.
- Coordinate continuing education programming, managing scheduling, promotion, vendors, logistics, and execution for an event space serving 5 ongoing user groups, hosting up to 24 participants, and delivering 1-3 classes monthly.
- Manage \$144K in annual marketing department spending and vendor purchases, balancing budget, quantity, storage, timing, and brand requirements while supporting annual budget planning and in-year reallocations.
- Mentor marketing assistant on brand standards, creative software, content development, quality review, and social media management.

Junior Title Officer | May 2022 - July 2024

- Managed high-volume, deadline-sensitive title and escrow workflows, balancing accuracy, documentation, compliance, and customer experience from file opening through closing.
- Coordinated across internal teams and external partners to move complex transactions forward, proactively resolving issues and protecting critical timelines.
- Maintained detailed records, tracked milestones, and managed competing priorities in a highly regulated, deadline-driven environment.

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TECHNICAL TOOLS

- Adobe Creative Cloud
- Smartsheet
- HubSpot CRM & Marketing Hub
- Microsoft 365
- Website Content Management Systems (CMS)
- Email Marketing Platforms

AI TOOLS

- ChatGPT
- OpenClaw
- Microsoft Copilot

PROFESSIONAL EXPERIENCE CONTINUED...

TitleOne | Boise, ID

Oct 2020 – May 2022

Title Assistant

- Prepared complex residential and commercial title files for document recording and policy issuance, managing detailed documentation and time-sensitive deliverables with a high degree of accuracy.
- Cross-trained in commitment typing and residential examining, expanding technical knowledge while supporting efficient file preparation and workflow execution.

Treasure Valley Family YMCA | Boise, ID

Dec 2018 – Oct 2020

Marketing & Communications Coordinator

- Coordinated creative projects from concept through execution across social, web, email, print, and customer-facing communications for diverse internal stakeholders.
- Managed project calendars, priorities, vendor relationships, and creative deliverables while coordinating work across stakeholders and concurrent initiatives.
- Supervised and mentored 2 designers, providing creative direction, workflow guidance, feedback, and professional development while maintaining quality and consistency.
- Adapted marketing and communications strategies during COVID-19, rapidly adjusting creative messaging, channels, and priorities to support changing programs, operations, and community needs.
- Developed and maintained customer-facing creative that translated organizational priorities into clear, engaging, brand-aligned communications.

Pacific Press Publishing Association | Nampa, ID

May 2012 – Dec 2018

Graphic Designer II

- Designed and produced 2 weekly children's magazines and 50+ trade book interiors, translating editorial content into polished, audience-focused visual experiences.
- Developed book covers and special projects while maintaining visual consistency, production quality, and established design standards across print publications.
- Served as backup to the Design Director, supporting creative direction, production decisions, and team continuity as needed.

Shadows Embroidery & Screen Printing | Boise, ID

Mar 2011 – May 2012

Digital Manager

- Managed design and production of signage, banners, digital print materials, screen-print artwork, and marketing collateral across varied customer and project requirements.
- Coordinated production resources and maintained equipment and supply inventory to support efficient, deadline-driven creative delivery.

Kirby Graphix | Boise, ID

Feb 2009 – Mar 2011

Graphic Designer

- Designed and produced signage, banners, digital print, screen-print artwork, and marketing collateral, translating client needs into production-ready creative.
- Managed multiple creative requests and production requirements while balancing quality, deadlines, and client expectations.