

Kristin Peragine

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PROFICIENCIES

Seasoned professional specializing in customer acquisition and re-engagement, driving engagement and accelerating brand growth across marketing platforms. Team player with experience in fast-paced entrepreneurial and corporate environments.

PROFESSIONAL EXPERIENCE

Chikmedia — Remote

Feb 2023 - Present [Part Time]

Social Media & Public Relations Manager

- Develop marketing assets influenced by industry trends and track consumer behavior using syndicated consumption data
- Produce compelling blog posts, eNews, social content, and place paid ads to manage online presence
- Analyze social media performance metrics to optimize content strategy and increase engagement
- Monitor emerging trends across social platforms, coordinate with various teams to keep consistent social voice
- Assemble press kits, write and pitch press releases to secure media coverage
- Nurture relationships with local stakeholders and media to position client reputation

Skin Deep Salon and Spa — New Providence, NJ

July 2025 - February 2026 [Part Time]

Marketing Manager

- Develop and implement marketing campaigns to support spa technicians in building client relationships, increase client bookings and drive revenue growth
- Design multi-channel promotional campaigns across text, social, website, and email platforms to promote new services and products, seasonal specials, and team “happenings” to drive client engagement and brand awareness
- Forge and manage strategic partnerships with luxury beauty brands like Babor, Oribe, Davines, leveraging co-branded initiatives to elevate brand reputation and client experience
- Plan and execute in-salon and community events while implementing loyalty initiatives that deepen brand connection, promote client engagement, foster lasting relationships and mold loyal brand advocates for the salon

KP Design Co. — Remote

Jan 2023 - Present [Part Time]

Marketing Manager

- Spearhead brand expansion initiatives, analyze market trends and identify new markets to drive targeted campaigns
- Oversee expense tracking for marketing programs, consistently staying within budget and meeting financial targets
- Coordinate inventory management strategies to support product launches, ensuring alignment with seasonal marketing campaigns and product demand forecasts
- Execute social media strategies across multiple platforms and website enhancement to improve functionality and visual appeal, create a cohesive experience while adapting to current trends, increase engagement, develop UGC initiatives, and optimize SEO performance

Quad Graphics — New York, NY

May 2020 - Feb 2023

Account Support Executive

- Utilized refined processes to fulfill client business objectives and surpass clients 2021 cost savings of ~\$1M
- Cultivated customer satisfaction and loyalty for Quad Graphics largest sales account and billion dollar client, *Sirius XM*
- Collaborated cross functionally to produce intricate print and digital initiatives with internal business units to meet deadlines
- Served as the key liaison to escalate client concerns, support revenue growth and streamline marketing operations
- Initiated transformation of clients marketing approach using accelerated insights to optimize marketing assets
- Managed pricing, creative and fulfillment needs across 25 different campaigns and 3 lines of business
- Increased efficiency of processes which contributed to a 60% decrease in data errors

Vitamin World USA Corporation — Great River, NY

Sept 2017 - Mar 2020

Marketing Associate

- Executed first-ever, personalized digital print marketing campaign, providing significant incremental revenue
- Acquired expertise in database management to optimize omni-channel initiatives and collaborate on SMG programs
- Planned, tested, and executed company-wide promotions, digital coupons, and in-store activations
- Analyzed CRM initiatives, reported metrics, proposed strategies to, and influenced executive team
- Owned performance tracking of product lines, competitors, and established actionable insights for sales platforms
- Reported on Omni Shopper marketing programs, ensuring consistency between online and in-store campaigns

EDUCATION

Bachelor of Arts, Media Communications — Bristol, RI

Sept 2012 - May 2016

Roger Williams University