



WHITNEY RUPP KRUGER

STRATEGIC MARKETING PROFESSIONAL

ABOUT ME

Driven by opportunity, and an embracer of a challenge; I help organizations achieve their goals through innovative strategic solutions driven by data and powered by collaboration.

As a results-driven team player, I am passionate about finding actionable integrative solutions. And, my ability to build genuine relationships and connections further fuels my desire to make an impact on organizations, humanity, and beyond.

I have learned through my career that "some people want it to happen, some people wish it would happen, others make it happen" - Michael Jordan. What are you waiting for?

Together, let's make it happen.

EDUCATION

Masters in Business Administration (M.B.A.)

Walsh College, 2020

Bachelor of Science in Business, Public Relations

Ferris State University, 2011

ACTIVITIES

Advisory Board, Digital Marketing Certificate Program

The George Washington University Executive Programs,
2020-Present

Young Leaders

Detroit Economic Club, 2016-2018

NCAA-II Collegiate Athlete - Volleyball

Ferris State University, 2006-2010

Committee Chair - Public Relations Student Society of America

Ferris State University, 2008-2010

CAREER SUMMARY

Marketing & Product Operations Manager

World Travel Holdings | October 2018 to present

- Managed strategic marketing, brand management, partner marketing, and product marketing; as well as ownership of the marketing budget
- Led a cross-functional department including marketing, product operations team, and temporary project teams
- Merged market research, company data, & consumer insights to develop marketing strategies aimed at division revenue goals while driving our customer-first messaging
- Lead strategic planning for expanding existing customers; increased repeat guest leads by 33.3% from 2019-2020
- Optimize commercial strategy; improving average selling price by 12.6% from 2018-2019 and 18% from 2019-2020
- Act as an internal consultant creating integrated, revenue-driving marketing plans with partner brands
- Be the marketing technology expert, driving efficiencies, and applying technology and data solutions
- Manage the technology & data planning process, creating and overseeing the marketing and product needs roadmap
- Project manage and build relationships with internal teams including, development, PR, sales, and operations - as well as executive leadership, external agencies, suppliers, and strategic partner brands

Marketing Communications Manager

Learning Designs, Inc. | October 2014 to October 2018

- Used market research along with primary consumer research to evaluating new business initiatives and identify company growth opportunities
- Develop strategic relationships with client's executive leadership communicating product/service value
- Led a marketing & sales team with direct & indirect reports



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CONSULTING EXPERIENCE

Chief Marketing Officer

Frizzmo | June 2021 - Present

- Manage marketing planning, budgeting, and reporting
- Develop and execute an ongoing strategy and ensure monthly, quarterly, and yearly targets are met.
- Own marketing strategy including positioning, messaging, branding, segmentation
- Utilize internal data, industry trends, and research to segment and define target markets, refine product value proposition, and implement the best market entry strategy
- Participate in business and financial model discussions contributing to the development of the company

Marketing Coordinator Volunteer

Professionals C.A.R.E. | May 2020 - October 2020

- Assist in the development and implementation of the brand strategy as well as support the development of tactics
- Plan and manage webinars by identifying, assembling, and coordinating requirements, developing schedules and assignments, and coordinating mailing lists

Project Administrator

Technology Highway L3C | January 2013 to April 2016

- Project managed the National I-Corps Program at Lawrence Technological University
- Mentored entrepreneurs in the development of value propositions through customer discovery
- Facilitated customer discovery, concept prototyping, and testing - from low to high fidelity

Race Director

Creative Designs Care | 2013-2014

- Oversee, coordinate, and implement the annual Jacks Jock's race events benefiting Jack's Place for Autism.

CAREER SUMMARY

Tour Director

Adventures by Disney | March 2012 to September 2014

- Facilitated tours domestically and internationally for guests, managed vendor relationships, and launched new itineraries and media trips
- Delivered presentations for groups of 10 to 150 guests and travel advisers in collaboration with the Disney Parks and Resorts sales team

Guest Relations Host

Walt Disney World | January 2011 to September 2014

- Responsible for handling guest inquiries, requests, and comments while upholding the Disney brand service standard
- Maintained an elite level of service while acting as a full-service concierge for overnight guests

Food & Beverage Host & Trainer - College Program

Walt Disney World | August 2010 to January 2011

- Facilitated training programs focused on the Disney brand expectations, processes, and location procedures
- Managed work in a fast-paced environment

SKILLS

Marketing Strategy
 Product Marketing
 Strategic Planning
 Data Analysis
 Brand Management
 Project Management
 Partner Management
 Organizational Skills

Innovation
 Leadership
 Curiosity
 Problem Solving
 Collaboration
 Resourcefulness
 Communication
 Professionalism