

# KRISTEN MAE PFLIBSEN (flib-sen)

krista@ikanikon.com 757-777-8682 Virginia Beach, VA 23462

WORK EXPERIENCE

## SUMMARY

- Trailblazing marketing systems architect with 26 years of creative and strategic leadership, known for transforming brands, building powerful content ecosystems, and generating explosive growth.
- Creator of the proprietary PM3™ Generator — an automated, modular SaaS platform that produces original, cross-platform strategies.
- Recognized nationally for marketing innovation, campaign results, and long-term operational systems that scale by Marquis Who's Who (2023).

## Fractional Chief Marketing Officer | ikan-ikon Marketing (Remote)

APR 1999 – DEC 2025

- Directed cross-platform marketing campaigns, driving +6,677% sales growth
- Delivered +447% engagement growth and \$175K annual ad savings
- Built funnel systems generating 2.25M+ reach and \$155K e-commerce revenue YOY
- Achieved +276,359 YOY visits, 11,823 conversions, and 564% email growth
- Maintained top Google rankings and consistent funnel performance since 2008
- Developed customer-centric strategies that fostered deep brand loyalty
- Served B2C, B2B, B2G, nonprofit, and internal enterprise communications markets
- Transformed a successful consultancy into a fully automated SaaS ecosystem and online store with modular dashboards, SEO systems, and self-supporting behavioral frameworks

## Marketing Manager | Aery Aviation (Remote)

JUN 2021 – SEP 2022

- Led Governor Northam's economic expansion announcement, coordinating state, city, airport leadership, and securing national press for a \$15.3M/211-job expansion
- Drove lead gen PR for the expansion, nurtured 4 multi-million-dollar deals for Q1 and Q2
- Managed \$250K marketing budget, brand, website, funnel launch
- Created 3D interactive building and hangar walkthroughs and event walkthrough
- Rebuilt banned email list to 44.81% open rate, 0.009% unsubscribe rate, 0 abuse reports
- Managed print, signage, operational assets, and multi-state hybrid town halls

## Lead Recreation Aide | U.S. Navy MWR Groton, CT JUL 2010 – DEC 2012

Recreation Aide | Kings Bay, GA SEP 1990 – NOV 1992

- Managed multiple Navy MWR locations and led operations, staffing, reporting, and program coordination for high-traffic recreation centers
- Revamped and saved the Single Sailor Program: Reversed \$4,558.29/year loss into \$22,351.45/year total turnaround + drastically expanded shuttle routes, trips, and events
- Earned praise from Navy Submarine School Master Chiefs for program turnaround
- Handled all event planning, trip logistics, and created marketing materials including flyers, posters, and a custom 12 foot wall calendar
- Awarded "Exemplary Achievement" by U.S. Navy Commander at Kings Bay

### **Print Shop Manager, Marketing Coordinator | Earnhardt Auto Centers, AZ, TX**

**JAN 2006 – AUG 2008**

- Coordinated all the newspaper advertising working with the GMs and sales managers across six dealerships
- Implemented an ISO 9001-style approval system that secured 100% of available manufacturer co-op advertising funds (first since 1951), saving more than \$20K per year
- Created press kits and a display that gained 2 magazine ads for Megalow and national media attention at SEMA Las Vegas
- Wrote "Drivin' Arizona Roads" radio and TV jingle that was on air for over 5 years
- Promoted after covering two maternity leaves as a temp
- Awarded plaque by Arizona Republic newspaper for never missing a deadline

### **Marketing Coordinator | U.A. SAIT**

**AUG 2003 – JAN 2005**

- Created all distributor collateral materials and managed external printing and fulfillment
- Coordinated all training registration responsibilities for distributors & trade shows
- Supported distributor, clinical, and internal communications
- Built marketing processes, training materials, and archival systems
- Delivered just under \$20K annual cost savings through advertising optimization

### **Customer Relations Manager | Antonino Auto Group – New London, CT**

**AUG 2002 – AUG 2003**

- Managed dealership customer relations with highest Northeast rankings every quarter
- Developed and ran dealership-wide F.I.S.H. Training for sales and service teams
- Assistant to QMS Manager: helped design and lead QMS/ISO 9001/Six Sigma processes, including writing and planning QMS/ISO 9001 processes and running QMS meetings
- Successfully elevated dealership to Five-Star Elite Status nationally (2004 award)
- Invented franchise-wide customer relations processes, scripts, forms, and reporting tools
- Researched, wrote, and submitted legal responses to complaints for the company attorney

### **Marketing Coordinator | USA MCO**

**AUG 2000 – MAY 2001**

- Built department archival system for past marketing assets and data
- Authored medical insurance and health-related national monthly articles
- Interviewed doctors and nurses for journalistic and educational reporting
- Boys & Girls Clubs of Austin, TX requested an article for their own marketing use
- Recognized by George Bogle for several high-impact newsletter articles

## EDUCATION

### **Bachelor of Arts in Visual Communications, specialization in Multimedia Design**

Collins College, AZ

### **Minor in Business/Marketing**

Three Rivers Community College, CT

### **Fine Arts Degree**

Norwich Free Academy, CT

GPA 3.86/4.0

Salutatorian

Dean's List

SGA President

Founder's Award Nominee

Vince Lombardi

Women's City Club Art Awards

### **Certificates:**

Marketing Management Master Certificate,  
Harvard Business School (deferred), HBS CORE

Google Academy 2008 (Analytics, Ads, Tag  
Manager)

2017 Google Summit (by invitation)

Google Guide (Level 7)

AS9100D/ISO 9001:2015 + QMS/ISO 9000:2003

U.S.P.S. National PCC Day 2017 (EDDM Design, by  
invitation)

Information Security

2 Event Planning and Recreational Programming  
certificates

Many marketing workshops

Coding: CSS, PHP, JavaScript, Ruby on Rails,  
Flash 1 & 2, CS4

## SKILLS

### **MARKETING STRATEGY & LEADERSHIP**

- Marketing systems architecture
- Funnel strategy (awareness → retention)
- Revenue growth
- Market expansion
- SEO
- PPC
- Marketing plan and content strategy
- SaaS tools and automation frameworks
- Hiring and training mission-driven teams
- Executive & stakeholder strategy
- Marketing data and analytics analysis

### **MARKETING**

- Design & Code: Adobe Creative Cloud (CC), HTML, CSS, JavaScript, PHP, CMS
- Email Marketing: MailChimp, Constant Contact, Remarkety
- Analytics & SEO Tools: SEMrush, Google Analytics, Webmaster Tools
- Project Management: Microsoft 365, Monday, Airtable, Plaky, etc.
- CRM & Social Media: 121 Engage, Agorapulse
- Advertising: Google, Bing, Facebook, print, trade shows

## PROOF

### **REFERENCES & PORTFOLIO**

- Letters of Recommendation + Full Press Archive: [kmae.cloud](http://kmae.cloud)
- U.S. Citizen and Navy wife, Authorized to work for any employer