


KERRY N KRUGER


BRAND BUILDER

CONTACT

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 [Kerryn Kruger](#)

📍 Canada, Remote

 kerrynkruger.com

SKILLS

Creative Thinker & Problem Solver. Brand Identity Development. Strategy Planning. Website Management. Project Management. Content Creation & Management. Social Media Management, Expertise & Community Building. SEO. SEM. Copywriting. Client Relations. Account Management. Data & Trend Analysis. Influencer Relations.

SYSTEMS

Canva, Slack, Later, Monday.com, Daylight, Asana, Hootsuite, Asset Creation (FB, Pinterest, IG, TikTok), PageProof, MIRO, Loom, Keynote, Sprout Social, Figma, Nutshell, Planoly, Klaviyo, Gsuite, Excel, Key Word Planner, Microsoft Office.

EDUCATION

Diploma- Digital Marketing

BrainStation

Feb 2021 - May 2021

Integrated Branding Certificate

Canadian Marketing Association

Feb 2019 - March 2019

Bachelor of Fine Arts

SCAD & ACAD

Sept 2003 - May 2011

PROFILE

With over a decade of marketing experience, my passion lies in collaborating with companies to build compelling brands. I specialize in devising strategic marketing strategies and crafting engaging brand narratives, driving impactful global initiatives. Prioritizing digital touchpoints, community interactions, social media content, and brand consistency, I integrate strategic project management and holistic storytelling for business success. I am eager to leverage my skills with an innovative team to enhance engagement, develop the community and expand brand visibility across all platforms.

WORK EXPERIENCE

Brand Strategy & Social Media Management

Freelance

June 2021 - Present

- Advise startups and established companies on brand strategy, development, and identity.
- Lead brand projects and product launches through collaborative efforts, ensuring successful outcomes by aligning with cross-functional teams, fostering idea generation, and executing campaigns seamlessly.
- Enhanced brand visibility and community engagement on social media through strategic content creation, trend monitoring, copywriting and fostering meaningful interactions while ensuring alignment with brand voice and messaging.
- Created and executed a content calendar that aligned with company goals, enhancing brand consistency and boosting audience engagement.
- Managed influencer partnerships and campaigns to enhance brand visibility and expand audience reach.

Strategic Partnership Manager

PRJT Z

May 2022 - Jan 2023

- Led strategy, development, and introduced innovative advertising solutions for brands in the Web3 space through Cybertino Labs.
- Managed business development and partnerships with various brands, including Remy Martin, Spotify and Sephora.
- Kept updated on industry trends, platform policies, and new creators, offering valuable marketing strategy insights.

Brand Project Manager

redphone

Sept 2019 - Jan 2021

- Ideation and management of projects in brand strategy, identity development, and packaging design.
- Contributed to brand tool kits and blog articles, ensuring continuous relevance and quality through successive phases of development.
- Oversaw client relations with Anheuser-Busch, Acreage Holdings among various other companies.
- Collaborated with cross-functional teams to enhance brand storytelling, while also creating and refining writing guides and processes through iterative feedback loops.

Social Media Manager

Old Dutch Foods Ltd.

Sept 2012 - August 2019

- Facilitated communications, branding, lead generation, and strategy on the National Marketing team.
- Managed and updated company website to ensure brand-aligned content and engaging user experience across all digital touchpoints.
- Managed content creation, growth development, and brand messaging, resulting in significant increases in followers and engagement across all social media platforms.
- Leveraged Hootsuite for scheduling, analytics, and insights to analyze website and social media metrics, providing data-driven recommendations for improvement.
- Directed social media strategy, established success benchmarks, and managed campaign KPIs in collaboration with external creative firms.