

CRYSTAL BAUS

STRATEGIC MARKETING LEADER

Scottsdale, AZ 85251 | 602.722.5627 | [LinkedIn](#) | [Website](#) | Crystalbaus@gmail.com

--- MARKETING | COMMUNICATIONS | CX JOURNEY | ACCOUNT MANAGEMENT | STREAMLINE PROCESSES ---

PROFESSIONAL SUMMARY

Strategic Marketing Leader with 18 years of expertise in driving brand growth and client acquisition. Known for implementing innovative marketing strategies, fostering strong client relationships, and delivering integrated solutions that exceed expectations. Passionate about creating impactful customer experiences and optimizing processes to generate leads and achieve measurable improvements.

EXPERTISE & STRENGTHS

Leadership & Strategy
Relationship Building
Brand Development
Decision-Making

Process Streamlining
Client Retention & Acquisition
Marketing & Communications
Creative Solutions

Customer Experience
Career & Self-Development
Account & Project Management
Emotional Intelligence

INDUSTRIES

Aerospace, Solar Energy, Healthcare, Life Sciences, IT, Logistics & Warehouse, Retail, Building Technologies, Safety & Productivity Solutions, Performance Materials and Technologies, Health and Wellness, Insurance, Naturopathic, Digital Graphics, Specialty & Industrial Gas, Agriculture, Oil & Gas, Cloud Technology Solutions, Non-Profits.

----- PROFESSIONAL EXPERIENCE -----

OWNER | STRATEGIC MARKETING CONSULTANT – *Crystal Clear Communications | Phoenix, AZ* *Feb 2014-Present*

- Lead Strategic Growth: Drive brand expansion and client acquisition through high-impact marketing campaigns that outperform industry benchmarks.
- Manage Budgets & Campaigns: Oversee \$1M+ budgets, executing integrated marketing strategies across media, events, PR, and social media.
- Brand & Client Development: Build strong client relationships and define brand value propositions, ensuring alignment with business goals.

ACCOUNT EXECUTIVE – *3500 Kelvin | Phoenix, AZ* *Sept 2023-April 2024*

- Led strategic account management initiatives, driving substantial revenue growth and fostering long-term client relationships.
- Pioneered creative production solution, enhancing project efficiency and delivering high-impact content for diverse client portfolios.
- Orchestrated cross-functional teams to execute complex projects, ensuring seamless coordination and exceeding client expectations.

CHIEF MARKETING OFFICER | ACCOUNT MANAGER | VIDEO PRODUCER – *Manley Creative | Phoenix, AZ* *Jan 2019-Oct 2022*

- Boosted Revenue by \$4M Annually: Led marketing, account management, and sales strategies, resulting in significant revenue growth. Directed global brand, marketing, and lead generation initiatives, driving awareness and expansion across key markets.
- Client Partnerships: Managed end-to-end projects for Fortune 100 and 500 clients, delivering impactful campaigns and product launches.
- Video Production: Directed all phases of video production, from pre-production to post-production, ensuring successful project delivery.

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PUBLIC RELATIONS ACCOUNT EXECUTIVE – [Elevation](#) | Phoenix, AZ

Sept 2012-Feb 2014

- B2B Client Growth: Expanded business accounts by \$1M through strategic relationship building and media outreach.
- Media Coverage: Secured extensive editorial coverage across print, online, and broadcast media, elevating client visibility and market positioning.
- Strategic Programs: Developed and executed integrated PR programs for product launches and thought leadership, positioning clients as industry leaders.

MARKETING DIRECTOR – *iSys* – *The Imaging Systems Group* | Phoenix, AZ

Sept 2010-May 2012

- Led marketing campaigns and growth strategies, managing a \$900K budget and overseeing trade shows, events, and sponsorships totaling \$200K.
- Media & PR Relations: Negotiated contracts, built strong relationships with editors and publishers, and executed impactful public relations activities.
- Content Creation: Developed ads, spec sheets, articles, news releases, and marketing copy to drive brand visibility and engagement.

MARKETING COMMUNICATIONS & CORPORATE EVENTS MANAGER - *Mutoh America Inc.* | Phoenix, AZ May 2006-Sept 2010

- Managed annual \$800K budget to develop and execute national marketing plans, including trade shows, events, and advertising.
- Secured over \$200,000 in annual sponsorships and expanded the lead database by 25,000+ through targeted campaigns.
- Created and implemented marketing strategies, including print, digital content, and special events, while providing logistical support.

OWNER | INTEGRATIVE HEALTH COACH – [HealthStyles 4 You](#) | Phoenix, AZ

March 2015-Present

- Client Wellness & Coaching: Empowered clients to achieve sustainable lifestyle changes, leading to significant improvements in health outcomes.
- Evidence-Based Strategies: Applied research-backed health interventions, consistently delivering measurable gains in physical and mental well-being.

----- TECHNICAL SKILLS -----

Entrepreneurial Operating System (EOS) | Digital Marketing | Hubspot, Salesforce | Workfront | WordPress | MailChimp | Constant Contact | Survey Monkey | Social Media | Monday.com | Airtable | Asana | Canva | Slack | Hootsuite Quickbooks | Microsoft Suite | Google Suite | Google Analytics 4 | PowerPoint | Adobe – Photoshop, Illustrator, InDesign

----- EDUCATION -----

Institute for Integrative Nutrition, New York Certified Integrative Health Coach | New York, NY

Bowling Green State University, Bachelor of Arts in Communication | Bowling Green, OH