

CRYSTAL BAUS

CMO | STRATEGIC MARKETING LEADER

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MARKETING | COMMUNICATIONS | CUSTOMER EXPERIENCE | REVENUE GROWTH | DIGITAL TRANSFORMATION

PROFESSIONAL SUMMARY

Transformational marketing executive with 18+ years of experience driving brand innovation, revenue acceleration, and multi channel growth strategies. Adept at leading cross-functional teams, managing multi-million-dollar budgets, and implementing digital-first initiatives that amplify engagement, optimize customer acquisition, and maximize profitability. Proven ability to collaborate with C-suite leaders to align marketing with business objectives, expand market share, and scale high-performance teams for long-term success.

EXPERTISE & STRENGTHS

- *Strategic Growth & Market Expansion*
- *Digital Marketing & Revenue Optimization*
- *P&L Management & Budget Oversight*
- *C-Suite Collaboration & Business Development*
- *Paid Media (Google Ads, Social) & SEO*
- *CRM, Automation & Lead Generation*
- *Corporate Communications & PR*
- *Customer Experience & Engagement*
- *Data-Driven Decision-Making*

INDUSTRY EXPERIENCE

Health Technology, Aerospace, Solar Energy, Healthcare, Life Sciences, IT, Safety & Productivity Solutions, Digital Graphics, Specialty & Industrial Gas, Agriculture, Cloud Technology Solutions, and Nonprofits.

PROFESSIONAL EXPERIENCE

FOUNDER & CEO | STRATEGIC MARKETING CONSULTANT

Crystal Clear Communications – Phoenix, AZ | February 2014 – Present

- Led a strategic marketing consultancy delivering data-driven solutions for Fortune 500 clients, including Blue Cross Blue Shield, Honeywell, and OMCO Solar.
- Spearheaded multi-channel marketing strategies, SEO, and paid media, resulting in a 40% increase in email subscribers and a 30% boost in engagement rates.
- Managed \$1M+ marketing budgets, optimizing digital and content marketing for measurable ROI.
- Developed brand positioning, customer journey mapping, and performance analytics to drive 35% revenue growth.

ACCOUNT EXECUTIVE

3500 Kelvin – Phoenix, AZ | September 2023 – April 2024

- Optimized client workflows and conversion paths, boosting lead generation by 20%.
- Aligned marketing strategies with business goals to increase market penetration.
- Provided technical support for marketing platforms to ensure seamless execution.
- Successfully executed the Lunar Showcase Event, attracting 200+ industry professionals.

MARKETING DIRECTOR

OMCO SOLAR – Phoenix, AZ | January 2023 – August 2023

- Led the development of a new website, enhancing UX, brand presence, and content strategy.
- Directed trade show planning and execution, including a high-impact customer appreciation event for 200+ industry leaders.
- Produced compelling video content and digital storytelling, reinforcing brand credibility and market positioning.
- Managed media outreach and digital campaigns, strengthening industry presence through advertising, sponsorships, and strategic messaging.

CHIEF MARKETING OFFICER | ACCOUNT MANAGER | VIDEO PRODUCER

Manley Creative – Phoenix, AZ | January 2019 – October 2022

- Delivered \$4M in annual revenue growth through strategic marketing, sales, and customer experience optimization.
- Led the rebranding and transformation of Manley Creative into a full-suite creative agency.
- Developed and executed integrated marketing campaigns for Fortune 100 and 500 clients.

PUBLIC RELATIONS ACCOUNT EXECUTIVE

[Elevation](#) | Phoenix, AZ | September 2012 – February 2014

- Drove strategic PR campaigns that contributed to \$1M in B2B client growth, increasing brand awareness and engagement.
- Secured high-profile media placements and developed cohesive messaging strategies aligned with client goals.

MARKETING DIRECTOR

The Imaging Systems Group | Calgary, AB Canada | September 2010 – May 2012

- Managed a \$900K budget, executing events and sponsorships totaling \$200K annually.
- Enhanced brand presence through PR, media relations, and data-driven marketing efforts.

MARKETING COMMUNICATIONS & CORPORATE EVENTS MANAGER

Mutoh America Inc. | Phoenix, AZ | May 2006 – September 2010

- Managed \$800K annual marketing budget to execute national campaigns, trade shows, and advertising.
- Expanded lead database by 25,000+ and secured \$200K in sponsorships annually.

OWNER | CERTIFIED INTEGRATIVE HEALTH COACH

[HealthStyles 4 You](#) | Phoenix, AZ | March 2015 – Present

- Delivered personalized coaching that empowered individuals to adopt sustainable health behaviors.
- Applied data-driven strategies to achieve measurable health outcomes for clients.

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

- CRM & Automation: HubSpot, Salesforce, Workfront, Jira, Entrepreneurial Operating System (EOS)
- Digital Marketing: Google Ads, Meta Ads, SEO, Email Automation
- Analytics: Google Analytics, Performance Reporting
- Content & Design: WordPress, Adobe Creative Suite, MailChimp, Microsoft Suite
- Project Management: Monday.com, Airtable, Asana, Slack

----- EDUCATION & CERTIFICATIONS -----

- **Bachelor of Arts in Communication** – Bowling Green State University, Bowling Green, OH (August 2004)
- **Professional Integrative Health Coach** – Institute for Integrative Nutrition, New York, NY (February 2015, December 2024)

- **Professional Educator Certification** – Arizona Department of Education (August 2024)
- **Generative AI for Business Leaders** – Business Strategy (September 2023)
- **CPR, AED, and First Aid Certification** – American Emergency Response Training (May 2023)

-----KEY PROJECTS & IMPACT-----

CONF Fundraiser Kick-off Event – Emergency Hospital in Kenya

- Led marketing, communications, and fundraising efforts to help raise \$150,000.
- Managed messaging, social media, PR, and donor engagement.

The BR Companies | Behavioral Health Grant Application Management

- Led project management for six grant applications under a \$3.3 billion government funding program.
- Managed stakeholder coordination, deadline tracking, and compliance reviews.

Manley Creative: Rebranding & Expansion

- Transformed Manley Creative into a full-suite creative agency, driving record client acquisition.

Blue Cross Blue Shield Arizona – "Get Fit Don't Quit"

- Led marketing and PR, video production, expanding community engagement and social reach.

Honeywell International | Marketing & Account Manager

- Developed content and digital strategies across Aerospace, Industrial Automation, Building Automation, and Energy & Sustainability Solutions.
- Created multimedia campaigns showcasing IoT, automation, and industrial software innovations.

-----VOLUNTEER WORK & COMMUNITY LEADERSHIP-----

MARKETING CONSULTANT

Charles Onyari Nyakweba Foundation (CONF) (2024 – Present)

- Develop and implement strategic marketing initiatives to enhance digital outreach and fundraising.
- Lead event planning, management, and execution to support healthcare expansion in Kenya.