

Kristilyn Hess Goff



the design advantage

*creative marketing
communications*

branding • advertising • marketing

business management • target market platforms

art & creative direction • graphic design

publishing industry • event planning • promotional items

*To do the right thing, at the right time,
in the right way; to do some things better
than they were ever done before;
to eliminate errors; to know both sides
of the question; to be courteous;
to be an example; to work for the love
of work; to anticipate requirements;
to develop resources; to recognize no
impediments; to master circumstances;
to act from reason rather than rule; to be
satisfied with nothing short of perfection.*

Marshall **Field & Company**

Summary of Qualifications

Experienced and creative marketing and creative director with successful achievements in directing from conception, through development, and execution with strategically-focused, fully integrated programs through broad-based competencies in:

- **Marketing/Sales Strategies**
 - **Project Management**
 - **Project Conception**
 - **Art and Creative Direction**
 - **Graphic Design**
 - **AD Design**
 - **Presentations**
 - **Event Planning**
- Provides innovation and leadership in key marketing program development, management and expansion consistently broadening customer base through successful marketing campaigns.
 - Demonstrated ability in creating advertising, strategic planning and budgeting to achieve optimum completion of assignments through leadership and initiative directed to customer programs and corporate communications.
 - Strong background in promotions management, collaborative relationship building and strategic marketing with solid track record of exceeding goals within a high energy, fast paced environment.
 - **Computer Skills:**
Adobe Illustrator,
InDesign, Photoshop,
Microsoft Word and Excel.

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Design & Project Development

Travel, Retail, Real Estate, & Publishing Industries

- Concept, design and develop high quality marketing materials for regional retail development, specifically focusing on specialty monthly marketing for events, promotions, store openings and seasonal catalogs.
- Developed and administered marketing programs for resort, housing and golf course developments, for a property development company in Arizona. Campaigns showcased the company as a premiere place to purchase a home.
- Art Director for high-end Southern California Home magazine. Develop and design publication to support real estate objectives for builders, architects, agents, financial lenders, interior decorators, etc.
- Produced materials for a cooperative marketing campaign with Warner Bros., Limited Stores Tahiti Tourism Board, Wind Song Cruise Line and Island Vacations to increase visibility and sales for Island Vacations and the Warner Bros. film, "Love Affair."

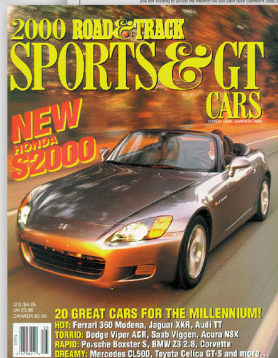
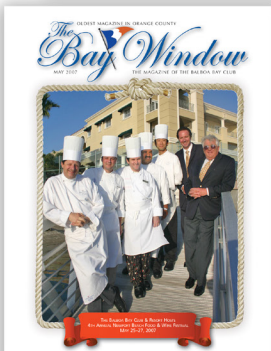
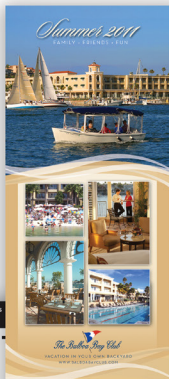


- Design logos and develop themes for materials for non-profit organizations and their events.

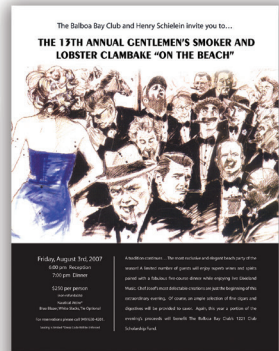
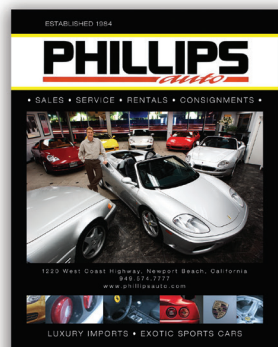
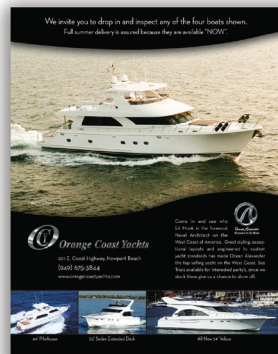


- Develop and design publications and marketing materials for exclusive resorts, restaurants and private clubs in Orange County.

- Production Designer for Road & Track Specials magazine owned and operated by Hachette Filipacchi Médias, the world's largest magazine publisher.



AD Design Samples



Design & Project Development

Cosmetics & Retail Industry

- Worked directly with the CEO/Founder of a cosmetic company in Irvine, CA. Designed product solutions and marketing collateral after analyzing market trends and demands.
- Developed innovative high-tech branding for an old-line consumer product that improved sales through all channels.
- Facilitated campaigns and programs while managing the marketing department for a solution-based cosmetic company with primary distribution channels in one of the first cosmetic web-sites, salons and retail stores, including Macy's, Bloomingdale's, Sephora, Dillard's and Bon Marché. Designed collateral material, including website content, direct mail pieces, advertisements and promotions.
- Sourced and managed vendors from ingredients to product packaging. Developed realistic timelines for proper shipping and delivery.
- Directed marketing department for a cosmetics company with primary distribution through the Home Shopping Network. Initiated and developed product marketing programs and collateral to increase sales and expand customer awareness. Played key role in the design and development for infomercial kits.
- Worked cooperatively with The Home Shopping Network (HSN) in the design and development of all marketing and public relations activities for a consumer product.
- Collaborated on a celebrity cosmetic line. Introduced concepts on marketing materials, packaging design and presentation for all channels of distribution.



Event & Promotional Management

- Founding board member and brand coordinator for "Let's Be Frank About Cancer". Serves on the Board of Director's Committee for City of Hope's Orange County Gala. Developed theme, designed logo and marketing materials, collaborated with event planners, worked with foundations and secured sponsorships. Within 8 years secured 3 Orange County locations for City of Hope Cancer treatments from money raised through events, donations and patrons.
- Charity Director and Events Manager for the Noble Viking Charities of Orange County. Organize meetings and fundraising events from creation to completion and ensure a profitable event for the charity. Ensure all members are notified of upcoming events and status of organization. Reach out to community and local contacts for donations and involvement. Pursue and secure foundation requests from local organizations.
- Served on the Board of Director's Committee for Muscular Dystrophy Association's Orange County Gala. Assisted with marketing materials, secured auction items, worked with foundations and sponsorships.
- Serve on the Board of Director's Committee for Juvenile Diabetes Research Foundation Orange County Dream Gala. Assisted with marketing materials, worked with foundations and sponsorships.
- Raised over \$200K for exclusive yacht club in Coronado, California as co-chair of the "Road to Gold" campaign. Successfully coordinated and designed all marketing objectives and strategies to achieve a sold-out program.
- Developed member fundraiser and gained corporate sponsorships from Simple Green, Valvoline and Cushman Automotive to raise more than \$50K for the 83rd Annual Sir Thomas Lipton Cup Challenge Regatta. Coordinated and executed all promotional efforts to enhance event and sponsor recognition while designing the marketing collateral and regalia to promote event and sponsor participation.

Education

- B.A.\ Fine Arts, 1990, CALIFORNIA STATE UNIVERSITY/Long Beach
- Journalism & Fine Arts, 1985-1988, UNIVERSITY OF COLORADO/Boulder

Partial **Client List**

Magazines, Newsletters

- The Bay Window Magazine
Balboa Bay Club, Newport Beach, CA
- Newport Beach Country Club Newsletter
Newport Beach, CA
- Grand Tour Magazine, Newport Beach, CA
- Road & Track Specials Magazine,
Hachette Filipacchi Magazines,
Newport Beach, CA

Marketing Collateral and Brand Management

- Andrew Miner Construction, Newport Beach, CA
- English Ideas, Irvine, CA
- Balboa Bay Club, Newport Beach, CA
- Bora Bora Lagoon Resort, Los Angeles, CA
- Choice Hotels International, San Diego, CA
- Cubic Videocomm, Inc., San Diego, CA
- DeHaan Tours, Irvine, CA
- Fashion Island, Newport Beach, CA
- Fritz Duda, Newport Beach, CA
- Island Vacations, Irvine, CA
- Lesley, Thomas, Schwarz & Postma,
Newport Beach CA
- Narven Enterprises, San Diego, CA
- Newport Beach Country Club, Newport Beach, CA
- Rebecca Cosmetics, HSN, FL
- The Ritz Restaurant, Newport Beach, CA
- Schindler Marketing, San Diego, CA
- Sheraton Newport Beach, Newport Beach, CA
- Shops at Mission Viejo, Mission Viejo, CA
- Southwestern College, Chula Vista, CA
- South Coast Plaza, Costa Mesa, CA
- SUNMAKERS Travel Group, Seattle, WA
- Vistoso Partners, Tempe, AZ

Cooperative Marketing Collateral

- Air France, Los Angeles, CA
- Air New Zealand, Los Angeles, CA
- Choice Hotels International, San Diego, CA
- First Card, Chicago, IL
- Parkroyal Hotels, Tahiti
- Sofitel International, Marina del Rey, CA
- Tahiti Tourism Board, Los Angeles, CA
- Warner Pictures, "Love Affair" (film),
Los Angeles, CA
- QANTAS Airlines, Los Angeles, CA

Charities, Special Events & Promotions

- Camp Able, Coronado, CA
- City of Hope Orange County Gala, Duarte, CA
- Juvenile Diabetes Research Foundation, Irvine, CA
- Muscular Dystrophy Association, Los Angeles, CA
- Noble Viking Charities of Orange County, CA
- Sir Thomas Lipton Cup, Coronado, CA