

KRYSTINA SIBLEY

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TRANSFORMATIVE COMMUNICATIONS / MARKETING DIRECTOR

*Collaborative & Solutions-Oriented Leader | Global Brand Awareness Champion | Innovative Change Agent
Process Improvement Pioneer | Community Engagement Expert | Entrepreneur Accelerator*



High-caliber, results-driven executive regarded for leading high-impact strategies and driving revenue growth, market share penetration, and brand dominance in competitive markets. Expert in developing and executing trailblazing marketing initiatives to achieve consistent double-digit growth in profitability. Track record of leading cross-functional teams to launch successful campaigns, driving significant increases in business development. Steering mission-critical, entrepreneurial initiatives with strategic vision to ensure a high ROI while optimizing operational efficiency, reducing costs, achieving revenue growth, and creating competitive advantage. Committed to leveraging cutting-edge technologies to stay ahead of industry trends.

Core Competencies

Strategic Marketing & Leadership

- Revenue Growth Strategy
- Market Share Expansion
- Brand Positioning & Development
- Integrated Marketing Campaigns
- Business Expansion
- Customer Acquisition

Transformative Initiatives

- C-Suite Engagement & Support
- ROI Optimization
- Client Segmentation & Targeting
- Budget Optimization
- Performance Metrics & KPIs
- Change Management

Brand & Market Strategy

- Brand Management & Equity
- Content Marketing & Strategy
- Public & Corporate Communications
- Market Penetration
- Social Media Strategy
- Customer Experience (CX)

Career Highlights

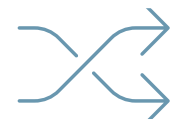
- **Improved efficiency, increased marketing collateral production, and realized significant revenue growth of \$598M to \$848M within 5 years** by transforming the in-house content and creative department into a high-performing team, implementing digital MarTech tools, and launching large-scale websites for a premier global law firm with 1,250+ business law attorneys in 27 locations.
- **Achieving sold-out neighborhoods with over \$30M in sales within a year and earning top sales and marketing awards** by revitalizing underperforming homebuilding communities with high staff turnover and sales challenges through optimized marketing and sales campaigns, pricing and SWOT assessments, business division education series, and targeted land acquisitions.
- **Accomplished a 40% uplift in collaborations with external partners** by structuring a community engagement framework to determine the highest and best land use and community-focused ESG features for a governmental transportation agency.

Professional Experience

PROMOVA • Remote (2024 – Present)

Director of Content and Communications

Provide corporate communication, media, and branding strategies and campaigns to a diverse set of professional services clients that help them grow revenue and drive media presence. From content and PR plan research to writing and editing company communications, and media pitches and relationship building, as well as big-picture efforts, I lead and collaborate on multifaceted projects to help clients tell their stories and position them as market leaders. Editor for internal team of copywriters, strategic public relations strategists, and company founders, with a background in SEO. Savvy with MarTech and project management best practices to help internal team and external clients accelerate their marketing and PR initiatives. Collaborate on communication, website, and branding audits as well as insights on how clients can innovate and capitalize on trends and opportunities in the digital and media space to attract and retain their target audiences.



Content &
Communications
Direction



Media
Strategies



MarTech Tools
& Project
Management



Brand
Recognition &
Public Relations

FREELANCE • Remote (2010 – Present)

Content & Creative Development | Marketing Consultant

Serve as lead consultant for marketing and PR agencies and C-suite executives, offering high-quality content and campaigns with tailored branding and deadline-driven project management expertise. Perform versatile leadership roles in different industries, spanning B2B and B2C companies, government agencies, and nonprofits. Deliver high-impact results through multi-channel marketing initiatives, community outreach, and innovative strategies.

- ***Drove an average of 20% sales growth (reaching 8M annually) and fostered new business opportunities by leading content and creative direction for 40+ clients throughout the U.S.***
- ***Boosted annual revenue and maximized operational productivity by 15%, and secured new partnerships by steering multi-channel marketing initiatives.***
- ***Managed projects worth \$300K-\$20M, generating story-based content and collateral, resulting in enhanced brand recognition by 25% while connecting businesses and entrepreneurs with target audiences.***
- ***Accelerated positive media mentions and speaking engagements by 25% by creating tailored presentations and award nomination submissions, and ghostwriting articles in prestigious publications for leadership staff, with excellence in writing while keeping various tones and styles in mind as well as interviewing, researching, and understanding concepts quickly.***

TAMPA-HILLSBOROUGH EXPRESSWAY AUTHORITY (THEA) • Tampa, FL (2021 – 2023)

Senior-Level Communications Project Manager II

Oversaw all communications and PR activities for state government agency's facilities, with a typical pace of 50+ projects at any given time from media alerts, press releases, website content, articles, award nominations, annual reports, scripts, and presentations to engage various audiences. Edited and managed content, and served as public information officer, involving collaborations with external consultants to ensure the delivery of communications projects on time and within budget. Carried out research on community engagement initiatives while focusing on ESG and industry best practices. Played pivotal roles in multi-state toll interoperability launch communications, run of show activities for large-scale multi-day events / conferences, and industry and civic group monthly meetings.

- ***Executed THEA's \$733M work program and promoted open communication, project buy-in, and sustainable community engagement by creating monthly meeting touchpoints across in-house departments.***
- ***Attained a 40% surge in external partnerships from fellow agencies, realized quicker project acceptance, increased positive media impressions, and received 12+ awards by building consensus among city, county, and regional stakeholders through walking audits, field tours, and monthly meetings.***
- ***Slashed operational expenses by 20% and improved marketing efficiency by implementing project management and editing processes, and formulating impactful MarTech solutions to reach more than 2 million customers.***



POSTON COMMUNICATIONS • Remote (2019 – 2020)

Content Services Director

Drove technological innovation and fact-based insights to optimize production workflows and profitability with accountability for P&L management, weekly reporting, and legal compliance. Cultivated existing client partnerships to identify new business opportunities, maximize content ROI, and secure new clients to expand the business. Liaised with the PR/media relations team, amplifying content and PR services to acquire new clients, expedite communication among teams, and refine the agency's capabilities.

- ***Directed a dynamic content division, leading 3 direct reports and built a national network of 20 freelance professionals to render diverse content services to serve Am Law 200 clients and other professional services firms in numerous industries.***
- ***Oversaw 150+ client projects worth more than \$5M, encompassing content creation and editing, campaign development, and digital marketing strategies, including blog posts, social media, articles, award submissions, email campaigns, and multimedia collateral, propelling business growth and brand awareness. Clients won 20 prestigious awards with these campaigns, increasing their brand awareness and business development opportunities.***
 - *Editorial quality processes ensured originality, SEO, and content that created a call to action; this enabled the agency to take on last-minute client requests to write, edit, and submit 14 award submissions within 3 weeks.*

HOLLAND & KNIGHT LLP • Tampa, FL (2012 – 2018)

Senior Creative & Communications Manager

Streamlined production processes by devising project management tools to handle high-volume requests with complex workflows for global business law firm with more than 1,250 attorneys in 27 worldwide locations. Reorganized 3 teams and fostered cross-functional partnerships with various in-house departments to share best practices, leverage internal and external resources, and deliver tailored solutions to meet project needs.

- **Spearheaded department transformation, achieving 25% faster turnaround times, 30% increase in marketing collateral production, and \$250M revenue growth over 5 years** through strategic marketing initiatives, team leadership, and creative vision, driving business expansion and enhanced market presence.
- **Boosted operational productivity by 20% across firm locations and specialties, promoted collaboration, streamlined overall operations with MarTech tools, and produced a continuing education and services training series and a weekly cross-functional meeting series with guest speakers for Think Tank segments to increase awareness of other firm departments.**
- **Collaborated on multiple website launches, overseeing content, creative, and UI/UX aspects, including a public website as well as a company intranet focused on internal business growth and access to marketing materials and a creative brief Project Starter system for firmwide usage and handling a high volume of requests for tailored digital and print collateral according to branding guidelines and style guides for business development pitch requests and large-scale internal/external events.**
 - **Mitigated risks, saved 20% on vendor costs, and drove a 25% surge in website and app visitors, PR impressions, and won industry awards while navigating website vendor challenges through strategic guidance.**

"Before Krystina took over her role, our design services and creative reputation had stalled. We were looking for guidance and new direction and Krystina worked with the team, grew our services and met the challenge head on. As our marketing and design expectations shift and echoes throughout the department, Krystina has been an integral guide and an important driver of change and improvement. The firm continues its drive to better focus how we target, how we go to market and how we manage client relationships and each of our divisions have shifted as well. Through all the adjustments, Krystina has performed at a high level of efficiency and performance and has had absolutely no trouble adjusting her responsibilities to meet these challenges."

- **Holland & Knight CMO Damien Cohen, New York City, NY**

Early Career

Journalism, Book Publishing, and Editing Roles at the San Antonio Express-News in TX; Newsweek magazine in London, England; and Pearson Publishing, Planet Magazine and Nitevibe.com in San Francisco, CA

Startup/Technology Roles at WebMD.com and Ezboard in San Francisco, CA; Inner Heights Meditation and Adviatech in Tampa, FL

Museum and Art Gallery Curatorial Roles at the Dali Museum and Museum of Fine Arts in St. Petersburg, FL

Real Estate Sales & Marketing Team Leader at KB Home throughout Tampa Bay, FL

Education

BA in Journalism, Concentration in International Relations and Spanish | San Francisco State University, San Francisco, CA

Study Abroad Program | Lancaster University, Lancaster, UK

Project Management Professional | Project Management Institute

Mindfulness, Wellbeing and EQ Training | Search Inside Yourself Leadership Training and Sadhguru's Inner Engineering Program

Certifications

Certified Chopra Center Primordial Sound Meditation and Yoga Instructor

Certified Therapeutic Art Life Coach