KRISTIN FRANK

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MARKETING HIGHLIGHTS

Specialties: Content Strategy • Brand Building • CPG + B2C Writing • Large-Scale Project Management • Learning & Development Process Innovation

Industry Experience: Global Hospitality • Corporate • Agency • National CPG Retail • QSR • Small Business • Private Label Brands

EXPERIENCE

Sr. Copywriting Manager, Brand Packaging & Website / PetSmart Corporation *04/2024 - Current*

• Lead and develop a high-performing content team supporting 24 brands and 6K–8K products annually across digital, marketing, and packaging touchpoints.
• Define and execute omnichannel content marketing strategies that enhance the customer journey, driving engagement, conversion, and brand consistency.
• Conduct digital content audits (MOZ, Semrush, Keyword Planner) and leverage SEO analytics to identify gaps, optimize, and inform data-driven decisions.
• Partner cross-functionally with merchandising, brand, design, and product teams to improve content discoverability (taxonomy, search), navigation, and overall digital experience.
• Spearhead PetSmart's digital content initiative to streamline workflows, clarify ownership, and scale content development across a complex brand portfolio.
• Establish content standards and reusable, scalable frameworks to ensure quality, consistency, and compliance across channels.
• Integrate emerging technologies (e.g., LLMs), consumer insights, and trend forecasting (WGSN) to enhance efficiency, innovation, and content effectiveness.
• **Earned 65 peer recognition awards for leadership, upholding business values, and collaboration.**

Copywriter Manager, Proprietary Brand Packaging / PetSmart Corporation *10/2018 - 04/2024*

• Lead and develop a high-performing content team supporting 24 brands and 6K–8K products annually across packaging and marketing.
• Use analytics and consumer insights to drive content strategy, governance, and compliance within highly regulated product categories, including packaging labeling requirements and AAFCO guidelines.
• Spearhead the packaging writing process, optimize for improvements, and design learning and development programs and content libraries to improve scalability and quality.

Sr. Copywriter / PetSmart Corporation *04/2016 - 09/2018*

Brands Supported: PetSmart, PetSmart Charities, Kong, Only Natural Pet, Thrive, Dentleys, Exquisicat, Top Fin, Viva La Kitty, Wiggles & Wags, All Living Things, Full Cheeks, Whisker City, Yum Well, Arcadia Trail, Joyhound, OMG Surprise!, Top Paw, Merry & Bright, Simply Nourish, Thrills & Chills, Life of The Party, Tiny Tales, Good Natured, Grreat Choice

Sr. Digital Marketing Specialist / Lead Copywriter / Hi-Health Corporation *10/2013 - 03/2016*

• Partnered with fitness, athletic, and medical experts to develop integrated omnichannel campaigns that strengthened brand credibility and consumer engagement with our supplements.
• Managed marketing and editorial calendars and wrote for blogs, social media, paid search, and email marketing to support campaign execution and performance goals.

• Translated and simplified complex product science and technical benefits into stories that resonate and drive understanding.
• Authored compliant private-label packaging copy and retail marketing content in accordance with food safety and dietary supplement regulations, including DSHEA.
• Developed claims, marketing assets, and product education for both online and in-store channels in collaboration with creative team, ensuring alignment with company objectives and brand positioning.
• Monitored marketing performance (KPIs) post-launch, including impressions, open and click-through rates (CTRs), and PDP heatmap analysis.

National Social Media Manager / Meritage Homes Corporation *09/2011 - 10/2013*

• Owned enterprise social media and reputation management strategy, aligning digital engagement with revenue and brand growth objectives while managing a $60K annual budget.
• Implemented advanced social monitoring systems to identify market opportunities, mitigate risk, and prioritize high-impact interactions—driving consumer trust and contributing to four home sales.
• Partnered with senior leadership and customer experience teams to develop real-time response protocols for homeowner and prospect inquiries efficiently.
• Established performance analytics and reporting to measure audience growth, engagement, and reach, increasing social following by 13K+ in 18 months.
Awards: Best Social Program for a Production Builder 2013 Awarded by The Home Builders Association of Metro Orlando Sales; Best of Houzz 2013; Best of Houzz 2014

Field Marketing Coordinator / Starwood Hotels & Resorts Worldwide *01/2009 - 10/2011*

• Supported 40 hotels and resorts across the Southwest region in executing integrated marketing campaigns to drive brand awareness and ROI.
• Managed end-to-end marketing campaign execution across regional, national, and property-led initiatives, partnering with agencies to deliver integrated marketing assets.
• Implemented SEO and content strategies that improved organic visibility and increased traffic across property websites.
• Served as SEO and Social Media strategy lead, identifying emerging platforms, training cross-functional teams, and optimizing landing pages with keyword-driven content.
• Executed Starwood's first North American Cyber Monday social campaign, accelerating early demand and advanced bookings.

EDUCATION & DEVELOPMENT

Certification
CSPO® Certified Product Owner - Scrum Alliance

Certification
CSM® Certified Scrum Master - Scrum Alliance

Bachelor of Arts: Advertising & Telecommunications
Ball State University - Muncie, IN

Certificate
UX Design Professional - Coursera (In Progress)