

Kristine Roberson

MEMBERSHIP | MARKETING | SALES

Major Professional Accomplishments

- Increased membership base through sales and marketing efforts, resulting in a net increase of more than \$1,611,000 in membership dues in six years.
- Consistently promoted Club brand since 2014, resulting in an unprecedented record 54% growth in membership. This growth equated to a \$146,000 monthly increase in dues despite health pandemic and economic uncertainty.
- Assisted General Manager with annual budget (\$7.2 million) and annual business plan 2016-2023.
- Wrote 2020, 2021, and 2022 Club Budgets of \$5-\$7 million, successfully passed by the Board of Directors
- Established and successfully ran an annual content marketing plan each year.
- Designed, promoted and implemented \$3.4 million Capital Improvement Plan, leading to a positive passage by membership
- Served as Vice President of Membership for the American Marketing Association, Sacramento Valley Chapter, 2022-23
- Currently serving as the Vice President, Greater San Francisco Chapter, Professional Club Marketers Association

Contact Details

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Professional Work Summary

DIRECTOR, MARKETING, SALES & COMMUNICATIONS

Woodbridge Golf & Country Club
2016 - Present

- Develop and implement all internal and external marketing, public relations, communications strategies, and annual plans that support and reflect the programming and grow the membership of the Club.
- Serves as Club spokesperson and main contact source for media.
- Pitch stories to promote the Club to local media.
- Develop all advertising, social media, print and digital publications, promotional materials, displays, direct mail and email, and telemarketing, publicity, personal selling, and effective presence on the internet.
- Create promotional videos to engage membership in Club amenities.
- Work closely with and train Club staff on communications, current initiatives and programs to assure consistency of message and collection of feedback to determine most effective means of promoting the Club, its events and programs.
- Stepped in to lead the Club's Sports Complex in the absence of a department head.
- Project lead on Club smartphone app and website redesign.
- Consistently promoted rebrand of Club to local community.
- Assist in the attraction of new employees through job postings and social media.
- Deliver presentations to promote the Club. Actively prospect for new members, while maintaining relations with current members.
- Design and produce annual club business plan, and maintain performance reports (membership and financial).
- Recommend policy change to Board of Directors. Manage Board of Director activities and coordinate meetings.
- Manage a team of 15 volunteers to complete a monthly 16-24 page newsletter.
- Assist in customer service activities, and create strategies to encourage member retention.
- Prepare and implement detailed marketing budget.
- Authorize and monitor marketing expenditures, ensuring compliance with budget.
- Calculate and recommend dues pricing and adjustments, initiation fee pricing and promotional offers throughout the year to meet membership acquisition goals.
- Participate in and provide support for long-range planning, strategic initiatives, and ongoing analysis and evaluation of major decisions concerning the Club.

DIRECTOR, MEMBER RELATIONS & EVENTS

Woodbridge Golf & Country Club
2014-2016

- Sold, coordinated and executed more than 300 private and member events annually.
- Develop, organize and direct all communications, marketing, social events and public relations projects.
- Design all new-member marketing projects, resulting in a 32% growth in new member acquisitions since August 2014.
- Improve member loyalty and retention by developing and implementing marketing, public relations and social media strategies to meet or exceed member acquisition and member retention goals.
- Conceptualize, design and distribute marketing materials, and promote events to existing members using digital and traditional marketing methods.
- Lead a team of 15 writers for the Club's monthly newsletter.
- Design, edit and publish monthly 16- to 24-page newsletter completely in house, resulting in an annual net savings of \$14,400.
- Write and distribute all press releases.
- Conceptualize, organize, promote and direct member events.
- Collect statistical data from attendees to gain insight for future improvement of annual events and economic growth. Implementing this data has resulted in a 35% growth over previous years' events.
- Contract local artists and entertainers for events. Work within a budget, ensuring events are executed resulting in financial gain.
- Negotiate with vendors to meet budgeting goals and member expectations.
- Assume special critical and time-sensitive projects as assigned by the General Manager and Board of Directors.



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MEMBERSHIP | MARKETING | SALES

Professional Skills

Adobe Creative Suite
Microsoft Office
WordPress
Hubspot CRM
Facebook Business Manager
Instagram Marketing
LinkedIn Marketing
Twitter Marketing
YouTube
MailChimp
Canva
Google Analytics
Google Ads Manager

Organizations

American Marketing Association - Member,
Vice President, Membership, Sacramento
Valley Chapter
Digital Marketing Institute - Certified DMP
Professional Club Marketers Association -
Member, Vice President, Greater San
Francisco Chapter
Taproot Plus - Member, Marketing Volunteer
LeadHership - Board Director, Volunteer
Healthy Lodi Initiative - Marketing Volunteer

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Link to
Digital
Portfolio



Work Summary

LIFESTYLE DIRECTOR

Glenbrooke by Del Webb
2013-2014

- Maintained a leadership role in Lifestyle and Customer Service departments of a Del Webb community, consisting of more than 1,000 residents.
- Coordinated resident events.
- Created advertisements for events using Adobe Photoshop.
- Oversaw the Member Interest Group program, with approximately 40 groups and 200 participating residents.
- Designed, edited and published monthly tabloid newspaper, the Glenbrooke Gazette. Managed a team of 10 editorial volunteers.
- Managed, sold and designed advertisements.
- Supervised five fitness instructors and oversaw the fitness class schedule consisting of 10 weekly classes.
- Assisted in event execution, room rentals and resident relations.

MANAGING EDITOR

Clinical Pearls News / ITServices
1994-2004

- Copyedited monthly publication focused on alternative care, integrative medicine and nutrition and distributed to medical professionals worldwide
- Summarized about 30 peer-reviewed medical studies and reports each month
- Compiled annual book of peer-reviewed research summaries
- Co-authored a book on Asthma and Alternative Therapies
- Copyedited monthly interviews with leading medical professionals and researchers (including doctors Linus Pauling and Dean Ornish) on alternative care, integrative medicine and nutrition
- Assisted in medical conferences and shows

OWNER

Jazzercise Elk Grove Fitness Center
2011-2013

- Owner and operated a fitness studio with 15 weekly classes
- Scheduled and managed a team of four fitness instructors
- Mentored three students, who became instructors

Academic Background

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

Bachelor of Arts in Journalism / Minor in Sociology

News Editor of Student Newspaper, the State Hornet

DIGITAL MARKETING INSTITUTE / AMERICAN MARKETING ASSOCIATION

Dual Certification - Digital Marketing Professional

Volunteer Work

Food Bank News

EBook Design / Web Page Assistance

Healthy Lodi Initiative

Web Design / Press Releases / Logo Design / Media Pitches / Poster Design

LeadHership

Web Design / Social Media Marketing / Poster Design / Public Speaking

Girl Scouts, Heart of Central California

National Council Delegate (2014) / Service Unit Manager, Galt