

strategist | action-oriented | advisor | team player | problem solver

KRISTIN SINE-KINZ, M.B.A.

SUMMARY

I care about the work I do, the colleagues with whom I work, and the audiences I serve. Some of my strongest skills include big picture thinking, relationship building, creative ideation, strategic planning and execution, data analysis, marketing, and developing/delivering senior executive level correspondence, presentations and talking points. I have a successful track record for developing and leading large, complex projects involving multiple stakeholders (internal and external), local/state/federal government oriented projects, revenue generating activities, and strict deadlines. Using my varied business and marketing skills, I have led and supported strategic planning, partnership development, private grant proposal development, and the development of strategic marketing resources. I believe in frequent, transparent and honest communication delivered in a kind and compassionate manner.

EDUCATION

Master of Business Administration; Management & Strategy
WESTERN GOVERNORS UNIVERSITY

Bachelor of Fine Arts; Graphic Design
ROCHESTER INSTITUTE OF TECHNOLOGY

Grant Proposal & Management Essentials Certificate
GRANTSMANSHIP CENTER

KEY SKILLS & EXPERTISE

- Strategic Planning
- Attention to Detail
- Prioritization & Time Management
- Local/State/Federal government oriented projects
- Project Management
- Marketing & Communication
- Corporate Development
- Strong Presentation Skills
- Working in a Fast-Pace Environment
- Leadership
- Collaboration
- Tech Savvy

MONROE COMMUNITY COLLEGE (MCC)

ECONOMIC DEVELOPMENT & INNOVATIVE WORKFORCE SERVICES DIVISION | 2012-PRESENT

MCC in upstate Rochester, New York is an associate-degree granting public institution. Having opened the doors to opportunity for more than a half a million students since fall 1962, MCC is western New York's largest community college. The division of Economic Development and Innovative Workforce Services was created in 2011 to work with local industry and employers to create skilled workers who are aligned to the workforce needs of the region. Here is [a link to a video](#) developed by myself and my team that explains the division in greater detail.

A few of the most recent revenue generating successes for the division include closing the following awards in partnership with the MCC Foundation and other team members: federal award of \$4.5M for health care career pathway development, a new local government award of \$1.5M for short-cycle individual and incumbent worker training, and a private award of \$100,000 for workforce training.

Acting Vice President, Economic Development, Workforce and Career Technical Education | AUGUST 2021- PRESENT

In this role, I serve as an officer of the College reporting to the College president, and work closely with many community stakeholders: local economic developers, government officials, higher education institutions, community-based organizations, regional employers, workforce development, training organizations, and local government entities. This work involves workforce and labor market needs analysis, partnership, and creative problem solving. Oversight

includes program and department areas in workforce development and corporate education, including the development of the FWD Center (planned launch of May 2022), strategic grants development and management (private and government), career technical education, agriculture and life sciences, career and education to employment services, campus events, and public safety training.

Chief of Staff / Director, Marketing Operations and Client Communication | MAY 2012 - AUGUST 2021

I was among the first hired by the inaugural division VP. I was hired to build a strategic marketing department and implement a B2B marketing/sales driven model in support of the vision for the division. This included the launch and ongoing development of a Salesforce database for customer relationship management, lead management, and marketing automation. I worked closely with a team of leaders, and wore many hats, to create a nationally recognized workforce development operation that serves more than 200 employers and 3,000+ individuals annually. Another of my responsibilities is to support the VP in the development and execution of labor market related analysis. You can view the results of this work at: <https://mccediws.com/publications/> and <https://mcclmi.com/>.

- I excel at driving alignment and working with internal staff and external partners to communicate and promote understanding of the division's vision, and bridging strategy and ideation to operation and execution.
- Assist in the administration of a \$1.5 million public-public workforce development partnership that has successfully trained approximately 1,400 individuals since 2017.
- Provide strategic leadership and support for initiatives as well as day-to-day operations. Work with all members of the division as well as key administrators and staff in other divisions, and serve as a principal adviser and aide to the VP, handling a wide range of matters of institutional importance on behalf of the VP's office.
- Work with the MCC Community Relations department for the coordination of local and state government driven press conferences
- Plan and lead strategic meetings and communication and projects with local/state government officials, and provide tours.
- Team member on the \$14M Federal SUNY TEAM project led by MCC. This project included a consortium of 30 SUNY community colleges led by MCC, and served more than 4,000 participants through seven newly designed and revised technical certificate programs.
- Work with senior leaders as necessary to develop, execute, and oversee strategic priorities and initiatives.
- Handle sensitive and confidential matters, exercise good judgment, creativity, tact, and a commitment to working with individuals from diverse backgrounds and perspectives.
- Some of the MCC college committees I serve/have served on include: Emergency Operations (leading the college through the COVID-19 pandemic), Policy and Protocol, hiring entry level to executive level staff, and Diversity/Equity/Inclusion.
- Proposal development, report writing and graphic design.
- Provide a creative, impactful, measurable marketing vision, including implementation.
- Content strategy and development; storytelling. Writing and editing support for outbound communications, reports and publications, and oversight and leadership for all division web assets, social media, and video marketing including administration, and measurement.
- Serve as the administrator in charge of the MCC division of Economic Development and Innovative Workforce Services as requested.

MOWER (FORMERLY KNOWN AS: ERIC MOWER AND ASSOCIATES) | 2005-2009

Account Supervisor, Direct Marketing and Account Services

Experienced developer of strategic direct marketing strategy (traditional and digital); production supervision; project management; strategic guidance and supervision of creative development (email, postal, web); developer of offer strategy; conducted phone, email and/or postal data research and made client recommendations; and provided support for new

business initiatives. Led direct marketing strategic services across seven offices, often working remotely. Account planning and budget management more than \$1,000,000.

Case Study: lead generation campaign, B2B client, generated approximately:

1,700 leads | 230 opportunities | \$23,000,000 in potential revenue

Presented results at the 2008 DMA National Business-to-Business Conference. [Click here for full presentation.](#)

GILDA'S CLUB ROCHESTER NY | 2002-2005

Director of Marketing

When I was hired, Gilda's Club was in financial trouble. I had the privilege of being part of a team assembled specifically to turn things around and ensure this important resource for people living with cancer was able to keep its doors open and thrive. This work was done on a shoestring budget and I'm proud to say that our work paid off. When I moved on in 2005, Gilda's Club was no longer in financial peril and is still successfully operating today.

In addition to serving as part of the leadership team, I lead all marketing initiatives, implemented a new donor database and outreach strategy, and developed and executed all fundraising events including:

FUNDRAISING INITIATIVE	MY RESULTS
Gilda's Walk for Wellness	<ul style="list-style-type: none"> ● 390% increase in the number of participants ● 436% increase in gross revenue
Gilda's Gala	<ul style="list-style-type: none"> ● 167% increase in the number of participants ● 149% increase in gross revenue
Surviving in Style Fashion Show	<ul style="list-style-type: none"> ● 228% increase in the number of participants ● 174% increase in gross revenue
Annual Appeal	<ul style="list-style-type: none"> ● 157% increase in gross revenue

DIXON SCHWABL ADVERTISING | 2001-2002

PARTNERS AND NAPIER (FORMERLY WOLF GROUP) | 2000-2001

Account Executive

Simultaneously manage multiple integrated marketing campaigns from estimate through execution and billing. Consistently reached or exceeded monthly profit projections. Account planning and budget management of \$1,000,000 or more.

- Develop integrated marketing plans and strategies.
- Radio and print advertising, door hanger and outdoor advertising, web development, and direct marketing.
- Expertise in the execution of multi-version direct mail campaigns, including design strategy, letter shop supervision, and overall project management.
- Repositioning of brands, new brand development, market research, print and electronic media advertising, point-of-sale materials, B2C promotions, product merchandising, and dealer incentive programs.

RECENT AWARDS / BOARDS / AFFILIATIONS

December 2021, Associate, The Chief of Staff Association

Provides experienced chiefs of staff with access to a powerful international network of influential leaders and a global community of peers. I was selected for membership by the Board of Directors. Only those with exemplary professional experience and potential are extended an opportunity for membership.

October 2021, Named one of the “[Power 30 in Higher Education](#)” by the *Rochester Business Journal*

The list includes individuals who have helped to rapidly reimagine higher education in the time of COVID-19. Working to ensure student success and push the boundaries of innovation to meet the challenges.

August 2021 - Present: Member, Board of Directors, Grace the Arts

Grace the arts is a newly formed non-profit organization that awards creative and fine arts scholarships, in addition to providing education, performance, and theater/dance intensive opportunities, to children and young adults.

September 2018, President’s Emerging Leaders Fellowship, Monroe Community College (MCC)

The President’s Emerging Leaders Fellowship is designed for MCC employees at the level of department chair or director and above who have the desire and capacity to enhance their leadership skills by engaging in a year-long immersive learning experience. This is a competitive process by which one person is selected from each of the College divisions, annually.

SOFTWARE SKILLS

<ul style="list-style-type: none">● Microsoft Office Suite (incl. Microsoft 365)● Salesforce.com● Adobe Creative Suite	<ul style="list-style-type: none">● Constant Contact● Vertical Response● Wordpress	<ul style="list-style-type: none">● Joomla● Canva● Google Workspace
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REFERENCES AVAILABLE UPON REQUEST.