

KRYSTLE L. DiNICOLA

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Marketing Manager/Director

Results-driven marketing professional with strong organizational, communication, and relationship-building skills. Excellent problem-solving skills evident in the design and implementation of improved work processes. Experienced in staff training and supervision, scheduling, implementation of procedures and policies, as well as general office functions.

Skills

- Management
- Marketing
- Public Relations
- Advertising
- Photography
- Video/Drone pilot
- Graphic design
- Proofreading
- Event planning
- Fluent in latest versions of InDesign, Photoshop, Lightroom, Dreamweaver, MS Office
- Fluent in latest social media platforms
- Web development
- Fluent in HTML, CSS, SEO/SEM
- Working knowledge of WordPress and Javascript
- Working knowledge of Google AdWords and social media analytics
- Literate in Spanish

Recent Work Experience

Long Island Advance | Suffolk County News | Islip Bulletin – Patchogue, NY

2014 - 2019

Production Assistant/ Photojournalist

- Assisted in the creation and publication of three weekly newspapers
- Designed client ads and graphics as needed
- Curated content, scheduled and maintained several social media channels
- Coordinated publishing content on the newspapers' websites
- Documented events and local activities using photography and video

Greater Patchogue Chamber of Commerce – Patchogue, NY

2012 - 2015

Marketing Manager/ Assistant to Executive Director

- Developed and maintained Patchogue.com website and social media channels
- Documented events and local business achievements for various promotional media usage
- Coordinated membership events and networking activities
- Interacted professionally with patrons, visitors, businesses and members to support requests for information on daily basis

Long Island Latino Teachers Association (LILTA) – Long Island, NY

2012 – 2014

Publicity and Multimedia Coordinator (Bi-lingual)

- Supported affirmative action programs for Latino community youth for duration of grant period
- Documented and promoted mentor programs designed to encourage higher education
- Raised public awareness of activities through the use of traditional press and social media

Suffolk County Women's Business Enterprise Coalition (SCWBEC) – Long Island, NY

2012 – 2013

Co-Director of Technology

- Past Board Member
- Streamlined the information delivery process to be more current by maintaining website and online forums
- Increased membership and retention as annual B2B expo organizer
- Directly responsible for scholarship drive initiative

KLD Photography & Web Designs – Long Island, NY

2009 – Present

Owner/Creative Director

www.KLDPhotography.com | www.KLDWebDesigns.com

- Multimedia specialist responsible for creating high quality videos, interactive websites & marketing materials for businesses & consumers
- Professional portrait, event & marketing photographer
- Create and maintain new business development and financial growth

Affiliations

Marketing chairperson and Board member of the Greater Patchogue Chamber of Commerce; Member of the Bellport Chamber of Commerce, Medford Chamber of Commerce, Suffolk County Women's Business Enterprise Coalition (SCWBEC), Patchogue Arts Council & PAC Photographers Group, Photographic Federation of Long Island, International Web Association, National Association for Photoshop Professionals (NAPP); President of the South Bay Art Association; Lifetime member and Gold Award recipient of the Girl Scouts of the USA

Awards

- 2018 Best of Brookhaven: Favorite Business, Most Customer Friendly Business - Service, Business That Contributes Most To Our Community, All-Star MVP Employee
- 2016 Recipient of the Town of Brookhaven's Women's Recognition Award for Technology
- 2015 Winner of the Long Island Celebrates Young Professionals "30 under 30" Award
- 2013 Best of Long Island Award Winner

Education

Long Island University, CW Post – Brookville, NY

M.A. Interactive Multimedia Arts

B.F.A. with Honors in Theater/Film Management, Production & Design

The Wharton School at the University of Pennsylvania – Online

Marketing Certification with Distinction