

Kirby Crook

Digital Marketing Director

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Work Experience

Love Your Melon / Digital Marketing Director

Jan 2019 - Present, Minneapolis

Selected new ESP and built out new email automation strategy, resulting in 28% increase in revenue attributed to email compared to same period last year

Designed, developed and implemented User Experience A/B tests with Google Optimize, resulting in a 13% increase in conversion rate YOY

Developed and implemented customer retention strategy, including reengagement email workflows and a native mobile app using Tapcart

Love Your Melon / Digital Marketing Manager

Sept 2017 - Dec 2018, Minneapolis

Developed and designed brand guidelines, unifying the appearance and usage of brand assets both internally and externally

Redesigned and developed email newsletters, resulting in roughly 1.5% increase in click thru rate with an engaged subscriber list of over 400k

Created wireframes, designs and interactive prototypes for ecommerce website and oversaw development process by marketing agency

Developed visual design language that includes well-defined and reusable components, allowing for scalability and cohesion

Designed and developed reusable Shopify snippets and sections using HTML Liquid

JOKULA / UX Designer

Sept 2016 - Present, Reykjavik & Remote

Pitched design solutions and communicated reasoning to clients of various industries

Incorporated UX process into established software development process

Designed Spilarinn, a music app that was the top free app on the Google Play Store in Iceland for six consecutive days

Starchup / Lead Designer

June 2016 - Oct 2016, Chicago & Remote

Designed solutions for web & native applications, as well as marketing material

Created a marketplace-style app with consideration for numerous stakeholders

Education

Startup Institute / UX Design Program

Feb 2016 - April 2016, Chicago

Hope College / BA Business Management

Aug 2011 - May 2015, Holland

Summa Cum Laude, 3.9/4.0 GPA

Skills

Design

Photoshop | Sketch | Style guides | Responsive design | InVision | Iconography | Wireframing & mock ups | Shopify Liquid | HTML/CSS

Marketing

Shopify CMS | Klaviyo | Hubspot | Display advertising | Landing page design | Email template development | Defining KPIs | Email automation

Research

Google Analytics | Persona creation | A/B testing | Google Optimize | Site mapping | User experience auditing

Life Outside Work

Played professional American football in Germany and Iceland

Played in the first-ever 11 man football game in the country of Iceland

Enjoy volunteering abroad, and have done so in Rio de Janeiro, Brazil and Jaco, Costa Rica

Semifinalist for the William V. Campbell Trophy, nicknamed the 'Academic Heisman' in college football