



Krystyna Arsenault

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Objective

I desire a position that allows me to use my experience and skills in marketing and business development for a company that values my professionalism, creativity, and enthusiasm. I have a passion to make a difference in a company's growth and long-term sustainability.

Relevant Experience

Business Development Resources Manager **Current Role**

Develop internal and external marketing and business development (BD) communications. Market research for pursuits, clients, and competitor analysis. Reporting key BD metrics to Managing Principals. Coordinate and synthesize client feedback in the marketing database. Interface with principals and staff to develop pursuit strategies and implementation (from proposals to interview). Mentorship of marketing/proposal coordinators. Maintain and promote company brand. Coordinate monthly market sector meetings. Interface with clients for satisfaction surveys and proposal debriefs. Employer: SWCA Environmental Consultants (SWCA)

Senior Proposal Coordinator **2009 — 2010**

Developed and maintained a library of images and proposal language for efficient development of marketing collateral. Raised the bar on proposal process, content, and aesthetics through an internal training roadshow. Monitored and distributed solicitations and relevant market research. Produced marketing collateral. Conduct proposal debriefs to develop better proposals. Employer: SWCA

Marketing Database Assistant / Proposal Coordinator **2006 — 2007**

Created effective up-to date resumes. Wrote project descriptions for website and proposals. Amplified the SF 254/255 and 330 forms to create winning proposals. Assisted with promotional item purchasing and shipments for tradeshow. Coordinated proposals. Employer: SWCA

Office Administrator **2004 — 2005**

Performed a variety of administrative duties including time and expense reporting, appointment scheduling, marketing collateral organization and resume maintenance, and event coordination. Employer: SWCA

Archaeologist **2001 — 2003**

Gained insight into the consulting industry as a technical person working in the field and as a junior project manager. Employer: Scientific Resource Surveys

Education

B.A., Intercultural Studies, Biola University **2003**

Multitude of BD and Proposal Trainings, **2005 — Ongoing**
Society of Marketing Professionals and Association of Proposal Management Professionals

FAR Regulations Training **2006**

Software Skills

- Microsoft Office 2007: Proficient in Word, Excel, and PowerPoint
- Deltek Vision: Proficient in the Proposal Module (including government forms), Client Relationship Management, Dashboards, and Project Management
- Adobe Creative Suite: Experienced in InDesign and Photoshop, Proficient in Acrobat
- Multitude of efficiency software products (Evernote, brainstorming tools, webinar applications)
- Various solicitation databases and websites for market research