

JOHN (J.D.) KRAEMER

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IN SHORT

Director-level impassioned problem-solver with over ten years of professional success establishing and executing company growth. Specialized experience in B2B & B2C SaaS technologies, Cosmetics, and Fine Jewelry. Adept in brand management and leveraging comprehensive leadership skills to lead teams as whole-people individual contributors and core groups. Passionate about cross-functional collaboration and teamwork, and thoroughly satisfied clients and partners.

SKILLS: Analytics & Insights • Branding • Brand Positioning • Team Building • Cross-Functional Collaboration • Customer Engagement • Client Relationship Building • Contract Negotiation • SEO & Marketing • Sales • Special Event Coordination • Team-Oriented Leadership • Product and Personnel Onboarding • Project Management • Presentation Skills • Problem-solving • SEO optimization

TIME WELL SPENT

BOSS LOGICS | Long Island City, NY | 2021 - Present

Customer Success Director

Lead customer-facing brand representative who built an in-house Customer Success Team, and created new workflows, learning guides, and effective marketing materials to ensure a cohesive brand experience.

- 79% increase in new customers in one year with a lift in sales by \$140,000.
- 200% hiring growth while establishing Customer Success and Development Teams with 75% retention.
- 400% increase in marketing collateral in five languages for a partner product resulting in 29 new sales.
- Integration of Product and Development team from the acquisition of OPT Central with uninterrupted service.

ALCONE COMPANY | Long Island City, NY | 2013 - 2020

Web / Marketing Director & Tradeshow Coordinator

Director who oversaw design and content for Alcone's digital presence, managed sales product information, and improved SEO, website traffic, and customer retention.

- 79.2% increase in e-commerce revenue via content management and 52% engagement increase via improved SEO.
- Created 25% of AlconeMakeup.com's blog content (concept, copy, imagery)
- Increased business insight by creating over \$300k trackable income with analytic capabilities from trade shows and online sales.
- Implemented & Managed ERP software resulting in a 27% increase in annual sales within one year. • Produced Alcone's 65th Anniversary Gala for top industry artists, producers, production teams, and models covered by Women's Wear Daily.

Educating Tanzania Foundation

Web Director / Board Member - Volunteer

- Offering Leadership, Visual Design, Package Branding, and other Marketing expertise.

PREPARATION

Bachelor of Arts in Acting

Marymount Manhattan College, New York, NY

Masterclass: Effective Management Techniques

Boss Solutions

UX/UI Design course

Coursera

UNPAID PASSIONS

Makeup enthusiast, gardener, brewer, chicken herder, beekeeper, fan of cats and glitter, crafter of needlepoint, quilts, and knitwear, Dungeons & Dragons adventurer, and food fan.