

CHRISTINA N. KALBERG, MBA

CURRICULUM VITAE

MARKETING FACULTY

Senior-level executive effectively integrating passion and in-depth skill into well-crafted operations to directly fuel multi-million-dollar revenue growth. Sharp and dynamic multi-channel strategist mapping and achieving well-defined marketing (offline and online), sales, operations and communications objectives, deftly aligning staff and other stakeholders.

Areas of expertise include:

Integrated Marketing • Sales Training & Management • Financial, Business Analysis • Digital Marketing Strategist • New Business Development • Integrated Multi-Channel Marketing SEM/SEO/PPC • Creative Content Development • Public Relations Strategy
Social Media Strategist • Media Buying • Website Design & Development • Branding
Public Advocacy Program Development & Implementation • Marketing Research
Financial & Budget Management • Marketing Analytics • Marketing Communications Strategy

Identify competing values in business decisions and act with a commitment to integrity in interactions with stakeholders.

Model organizational behavior and culture that leads to the development of trust and credibility as a leader.

Foresighted change agent originating life-cycle business, sales, marketing, social media, media relations, and brand management plans, ensuring implementation through effective leadership and raising \$40M for nonprofit organizations.

EDUCATION

Doctor of Business Administration, Marketing (DBA)

Expected Graduation 2024

Anderson University, Anderson, Indiana

Master of Business Administration (MBA)

Point Loma Nazarene University, San Diego, California

Bachelor of Arts in Journalism/Public Relations (Summa cum Laude)

California State University, Chico, California

ACADEMIC EXPERIENCE

POINT LOMA NAZARENE UNIVERSITY, Point Loma, California • 2020-Present Assistant Professor of Marketing, Fermanian School of Business (Marketing)

- BUS3013: Administrative Communication (remote/online; UG; 3 units)
- MKT3050: Social Media and Digital Marketing (remote/online; UG; 3 units); *Designed the curriculum for this course*
- MKT3050: Digital Marketing Essentials (remote/online; UG; 6 units); *Designed the curriculum for this course*
- BBU3013: Administrative Communication (online; BBA; 3 units)
- BMK3050: Social Media and Digital Marketing (online; BBA; 3 units)
- BMK3050: Digital Marketing Essentials (remote/online; BBA; 6 units); *Designed the curriculum for this course*
- MKT4050: Digital Content Marketing (UG; 3 units); *Designed the curriculum for this course*

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- BMK4050: Digital Content Marketing (Online; 3 units); *Designed the curriculum for this course*

POINT LOMA NAZARENE UNIVERSITY, Point Loma, California • 2013-2020

Adjunct Professor, Fermanian School of Business (Marketing)

- BUS687: Healthcare Financial Management (face-to-face; MSN/MBA; 3 units)
- BUS655: Marketing in an Entrepreneurial World (face-to-face; MBA; 6 units)
- BUS680: Field Experience (face-to-face; MBA; mentor; 3 units)
- MKT332: Principles of Marketing (face-to-face; UG; 21 units)
- MKT333: Consumer & Organizational Buying Behavior (face-to-face; UG; 3 units)
- BUS490: Special Topics in Business Admin – Principles of Marketing (IS; UG; 3 units)
- MKT350: Social Media and Digital Marketing (face-to-face; UG; 15 units); *Designed the curriculum for this course*
- BMK350: Social Media and Digital Marketing (online; BBA; 3 units)

Industry Training

- Certified Online Instructor (Point Loma Nazarene University)
- Instructional design experience utilizing case studies, simulations, technical white papers, manuals, analytics, training courses, change leadership courses and presentations.
- Extensive public speaking and public advocacy experience locally and nationally.
- Developed and delivered sales training to sales and marketing teams nationally.
- Developed and published numerous professional industry articles.
- Expert-trained in social media and digital marketing tactics, strategies and tools.
- Resource for student internships at Point Loma Nazarene University.

PROFESSIONAL EXPERIENCE

DIABETES RESEARCH CONNECTION, Del Mar, California • 2015-2020

Executive Director (ED)

Was responsible for all aspects of website operations; management of grant applications and funding; development, including online and traditional fundraising; marketing (online and offline) and public relations; strategic planning; hiring staff and/or outsource tasks to vendors; budgeting, accounting, and management of funds; corporate operations, providing a full range of support to the Board of Directors and all committees, including making recommendations to the Board on a bi-weekly basis, reviewing, analyzing, summarizing, and providing information for initiatives and programs.

Select Accomplishments:

- Raised nearly \$5M in five years and secured a \$1M property donation from a major donor in the first 18 months as the ED.
- Built and launched two branded websites nationally. Secured national media attention, including an article in *Huffington Post*.
- Increased conversions by 50% through the successful deployment of best practice digital marketing tactics.
- Increased brand awareness nationally and internationally through social media platforms (Facebook, Twitter, Instagram and LinkedIn), increasing engagement 200%.
- Managed the development and implementation of content marketing across all channels.
- Created and managed \$3-5M funding plan; implemented a major gifts strategic fundraising program, resulting in several \$10K gifts from lapsed donors.
- Developed the internship program and managed interns and volunteers.

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- Successfully funded nearly 30 new research projects, raising over \$1M through crowdfunding; currently, DRC is the ONLY not-for-profit, disease-specific organization using crowdfunding as a major source of funding.
- Recruited and on-boarded all new Board of Directors; confidently made recommendations and managed the Board of Directors in the strategic process.
- Planned the organization's first-annual gala with a volunteer committee and successfully raised about \$300K the first year and \$400K the second year. Successfully executed the event online during the pandemic and raised over \$150K as well as secured a partnership with KSON, a local radio station.

ANGEL FACES, Encinitas, California • 2014-2015

Executive Director

Responsible for overall direction, leadership and management of the organization including fundraising, grant writing, programs, community and public relations/marketing, day-to-day business operations, human resources, and fiscal management. Establish strong awareness in the community, engage and recognize support of volunteers, donors, strategic partners, and community leaders. Raise the profile and visibility nationally through strong programming, consistent communications and effective marketing. Promote a common purpose across the organization (Board, donors, volunteers and employees), regularly reinforcing the vision of the organization and ensuring individuals are engaged and committed to the work.

Select Accomplishments:

- Developed internship program and currently manage intern(s).
- Increased brand awareness nationally and internationally through social media platforms, increasing engagement 20% in three months.
- Created a \$1M funding plan to expand existing programs and services for youth.
- Implemented a major gifts strategic fundraising program, resulting in gifts from lapsed donors and securing largest private donor for organization.
- Apply for all grants, approximately \$500,000+ in funding annually.
- Successfully launched first program on the East Coast, securing new donors and volunteers. Partnered with a prep school system to launch programs nation-wide.
- Managed a national media campaign, securing a feature article on Today.com.
- Recruited and on-boarded two new Board of Directors. Trained all Board of Directors on their roles and responsibilities as it pertains to fundraising.
- Confidently make recommendations, advise founder, and manage the Board of Directors in the strategic processes.

THE ELIZABETH HOSPICE, Escondido, California • 2005-2014

Business Development Manager (2007-2014)

Directed the organization's integrated marketing and public relations plans. Led the media relations, social media, speaker's bureau, community outreach, marketing, and work with the fundraising and volunteer departments to increase donations and volunteers. Managed the brand and ensured consistent messaging. Designated spokesperson for organization. Responsible for maintaining competitive advantage in a saturated market. Created organizational growth goals and business plans based on market research and in-depth knowledge of industry trends.

Select Accomplishments:

- Helped create a donor engagement tool with senior leadership, used to raise \$2.1M in 12 months.
- Secured partnership with the American Lung Association in California to launch COPD consumer awareness campaign in San Diego; campaign includes advertising, co-branded

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promotional pieces, blogs, social media strategy, speaking engagements and event sponsorships.

- 5 blogs shared on BlogHer.com; most recent one for National Grief Awareness Day can be viewed at, <http://www.blogher.com/two-stories-grief-and-healing-honoring-national-grief-awareness-day>.
- "A Ray of Hope" article published in the April 2013 *San Diego Family Magazine*.
- Editor of award-winning consumer magazine, *Touching Lives*.
- Wrote and delivered speech at the American Marketing Association's Cause Marketing Conference (500+ people), winning first-place and \$25,000.
- Created a consumer app for the iPhone and Android phones.
- Doubled engaged consumers in less than four months on social media channels including Facebook, Twitter, Pinterest, and Blog through integrated marketing plans.
- Grew patient census from 250 to 500, doubling the operating budget from \$15M to \$30M.
- *San Diego Business Journal* 2011 Health Care Champion Award finalist for health care marketing.
- Defined and cemented the organizational brand, expertly integrating a single message into every aspect of the brand.
- Verified the effectiveness and strategic soundness of marketing plans through keen analysis of research data, market trends, and market share. Wrote two business plans, increasing profits for unfunded programs.
- Originated several marketing plans adopted agency-wide, directing market research through focus groups, surveys, and other key resources.

Public Relations/Marketing Coordinator (2005-2007)

Coordinated media relations, authoring copy for marketing collateral, press releases, advertising, and web content after revamping the existing site to feature a "branded" look and design. Integrated Search Engine Optimization (SEO) principles into the site; elevated its ranking from 5th to 1st.

Select Accomplishments:

- Lobbied at a national, state, and local level for hospice. Successfully launched the organization's first public advocacy program in 2006 and went to Capitol Hill in Washington D.C. in 2007 and spoke with both California State Senators and various Congressmen about hospice.
- Devised and instituted a Crisis Communications Plan, consistently preparing staff to properly execute it during quarterly training sessions.
- Created the Ambassador Program to increase the number of people in the community recommending our hospice to friends and families – staffed by 50+ volunteers.
- Captured \$1M in donations through a direct mail fundraising campaign as well as by contributing to several events held year-round, securing \$400K from one key event.

Note: Excelled as a Marketing Assistant/Project Manager at H&P Mobile Geochemistry. Full details upon request.

PROFESSIONAL DEVELOPMENT

Member of Social Media Marketing Society (U.S.)
Member of American Marketing Association (San Diego/Imperial Chapter)
Social Media World Marketing Conference 2013, 2014, 2015 & 2016
Studer Group Leadership Development (2011-2015)
National Sales and Marketing Management Training (2009-2016)