



# KRISTEN BELLAMY

*Branding Expert, Creative Strategist,  
Content Creator*

## CONTACT

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☎ (289) 439-1277

🌐 [www.kbcreatives.com](http://www.kbcreatives.com)  
[www.discoverkidtivities.com](http://www.discoverkidtivities.com)

🏠 Dundas, ON

## SOCIAL

📷 [@kb.creatives](https://www.instagram.com/kb.creatives)  
[@discoverkidtivities](https://www.instagram.com/discoverkidtivities)

## ABOUT

Kristen is a serial entrepreneur and is always looking for new ways to create and collaborate, seeking out new adventures and opportunities along the way.

## CORE QUALIFICATIONS

Consulting	Basic Web Design
Social Media Management	Branding
Content Creation	Basic Graphic Design
Project Management	Analytics
Client Relations	Creative Writing

## EDUCATION

### G.C. OF SPORT & EVENT MARKETING

George Brown College  
Toronto, ON  
2010

### HONOURS BACHELORS OF ECONOMICS

McMaster University  
Hamilton, ON  
2009



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## EXPERIENCE

### OWNER

*KB Creatives | Oct 2018 - Present*

- Owner of a boutique advertising agency specializing in content creation and social media management for small businesses

### INFLUENCER

*Kidtivities | Mar 2019 - Present*

- A free online resource for simple, fun educational activities for kids

### FREELANCE WRITER

*Independent | Oct 2019 - Present*

- Member of the 2020/2021 Chirp Magazine Advisory Committee
- Publishing first Children's Picture Book, to be released Fall 2021
- Regular columnist for Flourish Magazine

### MARKETING MANAGER

*Branthaven Homes | Oct 2014 - Aug 2018*

- Increased SEO and traffic to the corporate website through interesting and relevant content, blogs and website updates
- Brought all organic social media content development and management in-house to save costs and better manage processes, while creating a Social Media Best Practices document for social to help improve the content and management processes
- Developed and executed multi-platform brand communication plans while working with third-party creative teams to ensure the highest quality brand presentation and clear communication of key messaging.
- Executed all advertising initiatives throughout all platforms and sites
- Developed comprehensive marketing budgets, media and social media plans for each site
- Worked with ad agency, interior design firms and fabricators to create themed retail spaces to support the brand
- Acted as the primary liaison for all matters relating to public relations and media inquiries

### ADVERTISING COORDINATOR

*Ganz Studios (Webkinz) | Jul 2012 - Oct 2014*

- Built custom media plans to adhere to the specific budgets and needs of potential or existing clients while forming positive relationships and working closely with internal stakeholders, all while ensuring seamless delivery and execution of advertising campaigns

### PROGRAM COORDINATOR (GAMES, CONTESTS AND PROMOS)

*WSP Intl. Ltd. | Jan 2011 - Jul 2012*

### PROGRAM COORDINATOR (GAMES, CONTESTS AND PROMOS)

*SDI Marketing. | Jan 2010 - Dec 2010*