

Kjersti Soberg

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PROFESSIONAL EXPERIENCE

Cresen Solutions

Director of Marketing

Oct 2021 - Present

Led a transformative marketing department overhaul, leveraging my unique background to create strategies that aided company growth and profit by 108%. I played a pivotal role in supporting all stages of our RFP & RFI processes, crafting targeted content, and bolstering marketing strategies to align with business goals.

- Proven ability to adapt to real-time objectives and respond flexibly to ad hoc requests.
- Demonstrated capacity to develop and implement comprehensive strategies across multiple systems,
- Strong oral and written communication skills, with the ability to provide clear instructions and collaborate effectively in a team environment.

Analyst

Collaborated with fortune 500 global clients to translate business requirements into software solutions. Analyzed pharmaceutical compliance data and processes to successfully translate them into practical tools. Developed UI risk assessments/monitoring plans and proactively conducted data analysis.

- Researched and authored white papers.
- Managed client communication and demands and facilitated companywide meetings.

The Walt Disney Company

Captain & Coordinator

Oct 2010 – Dec 2020

Led and mentored a team of approximately 150 employees, ensuring seamless and successful execution of over 3,200 annual performances for 60,000+ nightly guests. Audited security and safety performance to identify and mitigate risks.

- Optimized scheduling through strategic planning, ensuring seamless daily operations and addressing call-in situations effectively.
- Handled high-profile special event requests, liaising with external partners and ensuring flawless execution for a nationwide ABC broadcast to 3.81 million viewers.
- Conducted rigorous performance audits, identifying areas for improvement and driving continuous quality enhancements.

Norwegian Cruise Line Holdings Ltd.

Instructor

Feb 2019 – Dec 2020 (Part-time)

As a part-time Instructor, I leveraged my keen attention to detail and clear communication skills to effectively train and assess potential performers for 17 world-class vessels and 27 international large-scale productions.

- Developed and delivered engaging training programs, ensuring candidates possessed the necessary skills and knowledge to thrive in a demanding and exciting environment.
- Evaluated over 1,000 performers through rigorous auditions, assessing talent, potential, and cultural fit.
- Collaborated effectively with colleagues to identify top talent and fulfill recruitment goals across diverse productions.
- Demonstrated situational awareness, providing actionable feedback and guidance to support candidates' success both immediately and in the future.

The HeliTeam

Aviation Administrator

FAA Licensed Pilot (PPL #3914024 – Rotorcraft 2016)

April 2015 - 2017

Effectively communicated knowledge of flight operations to over 200 students, staff members, and clients. Solely responsible for the creation and launch of a comprehensive organizational system for personnel files which aided in the productivity of the company, its contracts, and aircraft maintenance operations.

- Proficient in using computer-based software programs to maintain administrative duties (i.e., contracts, payroll, public relations, social media, marketing, etc.)
- Adapted to changing client requests and charted new flight plans.
- Maintained a calm and controlled demeanor in a high-pressure, fast-paced environment while ensuring client safety and satisfaction.

The National Football League (NFL – Philadelphia Eagles)

Ambassador

May 2006 – May 2009

Served as a highly visible representative of the NFL, fostering positive relationships with diverse audiences, and promoting the league's values through engaging community initiatives. Led the planning and execution of successful events, including leading my team in Iraq, Kuwait, Mexico City, and more. Leveraged strong interpersonal and communication skills to connect with community leaders, stakeholders, and fans, building brand loyalty and enhancing the overall fan experience.

- Planned and executed successful events with meaningful community impact.
- Selected to travel to Iraq and Kuwait on a goodwill tour for the U.S. military in 2008.
- Coordinated with the USO to design and create an international production seen by thousands of servicemen and women.

EDUCATION

Master of Science | Intelligence and Security Studies

- Bellevue University | Bellevue, NE
- 4.0 GPA – Dean's List

Bachelor of Science – Intelligence and Security Studies

- Bellevue University | Bellevue, NE
- 4.0 GPA – Dean's List

Bachelor of Fine Art

- The University of the Arts | Philadelphia, PA
- Graduated with Honors

SKILLS

Critical Thinking • Communication • Research & Writing • Interpersonal Skills • Team Leadership & Management • Situational Awareness • Attention to Detail • Foreign Languages (Norwegian) • Presentation Skills • Client Relations • Flexibility • Team Player • Independent Thinker • Analytical Skills