

Kjersti Soberg

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PROFESSIONAL SUMMARY: I am a creative problem solver with an innovative, solution-oriented mindset with a Bachelor of Fine Arts, a Bachelor of Science, and a Master's degree in Intelligence and Security Studies. I am seeking to leverage my expertise and unique background to contribute to national and global security issues. Proven ability to analyze complex information, identify emerging trends, and develop actionable insights. I possess strong communication and collaboration skills honed through managing client relationships, leading large teams, and successfully completing project implementations for global clients.

WORK EXPERIENCE

Cresen Solutions

Director of Marketing (Promoted)

Remote | January 2023 – October 2024

Spearheaded a complete sales and marketing department overhaul, resulting in a 108% increase in company growth and profitability. Developed and executed high-impact marketing strategies that aligned with key business objectives and supported successful RFP and RFI processes. Successfully managed the development and implementation of cross-functional marketing campaigns across multiple social media platforms and channels.

- Demonstrated exceptional adaptability by responding effectively to changing demands and unforeseen challenges.
- Cultivated strong client relationships through clear, concise communication and collaborative partnerships.
- Conducted extensive research to author white papers, demonstrating proficiency in synthesizing information from multiple sources to produce insightful analytical reports.

Cresen Solutions

Business Analyst

Remote | October 2021 – January 2023

Played a key role in product development, ensuring user-centric UI design and agile delivery. Conducted in-depth data analysis to identify, and mitigate risks, utilizing analytical tools and various research methodologies to generate risk/threat assessments and monitoring plans. This led to the successful implementation of new solutions for global companies, resulting in significant benefits for stakeholders across regional and international compliance departments.

- Reviewed and evaluated complex data sets from UIs, providing real-time analysis and actionable insights.
- Researched and analyzed business requirements to develop comprehensive software solutions, demonstrating the ability to integrate diverse data sources for analytical product development.
- Proactively analyzed client demands and information to provide timely and effective resolutions, demonstrating the ability to manage and synthesize diverse data for client-focused outcomes.

Career Transition

January 2021 - September 2021

I was furloughed from WDW due to COVID-19. I utilized this time by completing my second Bachelor's degree (4.0 GPA) and actively searching for work in a new field.

The Walt Disney Company

Captain & Coordinator

Orlando, FL | October 2010 – December 2020

Led and mentored a large team, ensuring the seamless execution of thousands of annual performances for 60,000+ guests daily. Audited security and safety performance to identify and mitigate risks. Optimized operations through strategic planning.

- Executed high-profile special event requests, liaising with external partners and ensuring flawless execution of a nationwide ABC broadcast to 3.81 million viewers.
- Conducted rigorous performance audits, identifying areas for improvement for employee safety.

Norwegian Cruise Line Holdings Ltd.

Talent Acquisition & Training Specialist (Part-time)

Miami, FL | February 2019 – February 2020

I leveraged my keen attention to detail and clear communication skills to effectively train and assess potential employees for 17 world-class vessels and 27 international large-scale productions. Developed and delivered engaging training programs, ensuring candidates possessed the necessary skills, driving their success in a demanding environment.

- 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 a candidate's success both immediately and in the future.

The Heli Team

Aviation Operations Specialist

Orlando, FL | April 2015 – April 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, 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.

Holland America Line

Performer

May 2009 – October 2010

During my three world tours, I gained firsthand experience with diverse geopolitical landscapes, observing cultural nuances and understanding the impact of local events on a global scale. This included navigating regions with varying levels of political stability, experiencing diverse social and economic conditions, and developing a keen awareness of potential risks and opportunities.

The Philadelphia Eagles

NFL Cheerleader/Ambassador (Part-time)

Philadelphia, PA | 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 global events. Leveraged strong interpersonal and communication skills to connect with community leaders, stakeholders, and fans by building brand loyalty and cultivating a strong network of partners and supporters.

- 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 during the war in 2008.
- Designed and participated in 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 – Summa Cum Laude

Bachelor of Fine Art

- The University of the Arts | Philadelphia, PA
- 3.8 GPA – Graduated with Honors (Granted Excellence Award)

Relevant Coursework

National Security; Transnational Security; Geostrategy; Comparative Intelligence Cultures; Green Security: Eco-conflict; Eurasian Political Culture and Conflict; Rebellion, Insurgency, and War; Democracy, Ethnicity, & Development in Africa; Strategic Deterrence: Past and Present; Rogue Leaders and Outlaw States; Analyzing Anti-Americanism; Comparative Foreign Policy; Ethical Controversies in Security; Illicit Activities; Foundations in Intelligence and Security; Security Concepts in Science and Technology; Political Islam & Terrorism; Cyberwar and Deterrence

CERTIFICATIONS & LANGUAGES

Federal Aviation Administration (FAA)

Private Pilot's License (PPL)
License #3914024 Rotorcraft/Helicopter
June 26, 2016 – No Expiration

Languages

- English (Citizen) - Fluent
- Norwegian (Citizen) – Professional Proficiency
- French – 4 years

SKILLS

Critical Thinking • Communication • Research Skills • Writing Skills • Project Management • Flexible • Adaptable • Intelligence Analysis • Interpersonal Skills • Team Leadership & Management • Client Focused • Independent Thinker • Situational Awareness • Attention to Detail • Proactive • Presentation Skills • Client Relations • Team Player • Analytical Skills • MS Office • Public Speaking • Cultural Awareness • Cross-cultural Communication and Collaboration • Resilience • Well-Traveled