



Kristy Johns

VP of Marketing

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**“ Be a part of
something bigger
than yourself. ”**

Responsibilities

As the VP of Marketing at IMEC, I view our department as an extension of our talented field staff. We provide tools and resources to help the team identify prospects, provide customer service, nurture accounts and spread the IMEC message.

With over 10 years of experience in strategic marketing, including project management, campaign development, digital marketing, graphic design, CRM integration and brand development, I have worked with clients across multiple industries, from small organizations to Fortune 500 companies. My expertise in strategic planning and implementation has helped them expand their markets and product offerings to a new or existing customer base. This also resulted in award-winning campaigns that helped to increase brand awareness. Ultimately, these organizations were able to increase efficiency and profitability through their sales channels.

I am excited to bring my experience and knowledge to help the IMEC team continue to grow and create competitive futures. The work we do and the services that we offer are so important to help organizations in Illinois prosper, and I look forward to being a part of such an impactful team.

Qualifications

- Project Management
- Campaign and Brand Development
- Strategic Planning
- Digital Marketing
- Leader of award-winning brand awareness campaigns
- Bachelor of Arts degree in Business Management with an emphasis on communication from Western Illinois University