

Krystal Ardayfio

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(317)702-2268

NOBLESVILLE, IN



CORE COMPETENCIES

- ✓ Budget, Grant Writing, and Fundraising
- ✓ Business Development
- ✓ Campaign Development
- ✓ Client and Stakeholder Engagement
- ✓ Conflict Resolution
- ✓ Crisis Management
- ✓ Ghostwriting
- ✓ Multimedia Production
- ✓ Project Management
- ✓ Research, Analysis, Reporting
- ✓ Strategic Planning
- ✓ Social Media Content/Image Curation

EDUCATION

Master of Business Administration
University of Indianapolis

Project Management Certificate
Indiana University Purdue University

Bachelor of Liberal Arts, Cum Laude
Harvard University

LICENSES / CERTIFICATIONS

Youth Mental Health First Aid
Critical Incident Stress Management
CPR/Basic Life Support Instructor
Securities Licenses Series 6 and 63
State of IN Life & Health Insurance License
Dispensing Optician

SUNDRIES


CBS Promotions & Marketing Intern • Retail Sales
GM Customer Service • TLC Documentary
Theater through College • Owned Digital Media
Company • Owned Puppet Company • Radio Show
Host • Extensive Community Service

PUBLIC RELATIONS DOYEN

doyen: noun doyen-en
a person considered to be knowledgeable or uniquely skilled as a result of long experience in some field of endeavor

Public relations trailblazer adept at tailoring campaigns. Engineers public perception in complex, heavily regulated environments such as healthcare, insurance, government, academia. Skilled wordsmith delivers novel strategies, execution, and results. Leverages sales and client-facing experience to generate new business. Clever with engagement and brand management. Published, presented, lectured nationally.

EXPERIENCE

SUCCESS COACH, L.L.C., Noblesville, IN 

2015-present

- Vice President
- Launch tech-based professional development start-up from formation, sales and marketing strategy, and all aspects of customer experience lifecycle, capturing impressive clients and managing product line with 97% “excellence” rating

UNIV. OF INDIANAPOLIS | ST. VINCENT MEDICAL GROUP

2012-17

for Metro. Indianapolis Central Indiana Area Health Education Center

Clinical Placement Coordinator (2013-17) | Outreach Coordinator (2012-13)

- Managed statewide health system’s transition to a centralized clinical training process in collaborated with HR and legal on all internal and external communications, documents, training, orientations, certifications, best practices
- Researched data & trends to identify labor needs; identify, recruit, train candidates to satisfy labor demands; promote services to workforce agencies and prospective candidates resulting in Q1 20% prospect increase and five times training enrollment

INDIANA UNIVERSITY SCHOOL OF MEDICINE, Indianapolis, IN

2007-10

Director, Office of Multicultural Affairs

- Established first Office of Multicultural Affairs, its team, marketing, communications, and PR strategy, funding, budget, and strategic plan, resulting in \$150K increase in faculty recruitment awards in year 1, increased summer research funding, 38% increase in program funding, and an IT collaboration project with 6 figure savings
- Served as change agent, established EEO action items, implemented culture shifting programs and policies, mitigated conflict, circumvent dozens of potential exposures, hosted events with press, secured Mayoral Proclamation

BOSTON REDEVELOPMENT AUTHORITY, Boston, MA

2004-06

Economic Development District Business Manager

- Marketed Boston to attract, retain, develop companies; netted six favorable policy changes
- Spearheaded PR campaign securing >\$100K of goods and free shipping for hurricane relief; secured >\$200K in business savings/funding and >\$1M in expansion deals
- Produced City's first *Business to Business* directory and selected to launch City's first workforce and business resource center

NUESTRA COMUNIDAD DEVELOPMENT CORPORATION, Boston, MA 2001-02

Economic Development Project Coordinator (AmeriCorps VISTA)

- Launched Boston’s 1st kitchen incubator, at >100% occupancy, while managing construction, technical assistance, media relations, sales, marketing and PR strategy with captivating press releases, strategic plan, government regulations, advisory committee management, fundraising & events