

KRISTI LYNN KING

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Summary

Strategic Digital Operations leader with 10+ years of proven success in leading cross-functional teams, optimizing workflows, and enhancing user-focused web experiences within large-scale digital initiatives. Consistently reduced project turnaround times and ensured on-time delivery of critical content and campaigns. Expertise spans HTML, CSS, JavaScript, cross-functional team leadership, and technical scoping, driving operational excellence and seamless digital execution.

Experience

AXS | Los Angeles, CA

Senior Manager, Digital Services | Oct 2019 – Nov 2024

- Spearheaded 50+ end-to-end digital projects for high-profile events including concerts, tours, sporting events, and festivals, translating strategic design, technology, and marketing goals into highly engaging web experiences that significantly improved user experience, on-sale initiatives, and conversion rates.
- Optimized cross-functional project workflows across design, development, marketing, and analytics teams, resulting in a 15% reduction in average project turnaround time and enhancing overall delivery efficiency.
- Led and nurtured a team of digital specialists, optimizing resource planning and fostering professional development to significantly increase team productivity and project delivery volume.
- Collaborated with MarTech teams on the implementation of Salesforce Marketing Cloud (SFMC) data flows, specifically optimizing data integrity and connectivity to enable personalized campaign performance tracking and data-driven decision-making.
- Defined and translated complex technical requirements for internal stakeholders and external clients, ensuring seamless project handoff and accelerating the execution of critical digital initiatives.

Digital Services Manager | Apr 2019 – Oct 2019

- Orchestrated cross-departmental efforts to design and build high-impact, campaign-driven digital experiences, effectively translating complex business and marketing goals into performant web assets that achieved increased ticket sales, enhanced brand engagement, and optimized user experience.
- Engineered and managed responsive landing pages for large-scale live event campaigns, consistently ensuring 99% uptime during critical peak traffic periods.
- Oversaw the implementation of robust campaign tracking in partnership with analytics and data teams, ensuring comprehensive performance visibility that drove more effective marketing strategies.
- Served as the primary operational liaison for internal teams and external partners, streamlining communications and accelerating execution across 20+ concurrent digital campaigns, enhancing overall project flow.
- Oversaw critical QA processes, developed comprehensive documentation, and delivered front-end support, rigorously ensuring accessible and reliable web delivery across all platforms.

Technical Services Manager | May 2017 – Apr 2019

- Delivered the successful launch of over 100 events through expert CMS builds, static page development, waiting room configurations, and transactional email setups, ensuring seamless user experiences and operational readiness.
- Oversaw technical operations and provided rapid support for high-volume on-sales with millions of concurrent users, ensuring uninterrupted operational continuity and minimizing downtime during critical event periods.

- Managed a high volume of clean, accurate CMS event pages and microsites, significantly enhancing data integrity and optimizing operational workflows for accelerated content delivery.
- Diagnosed and rapidly resolved complex technical issues across diverse web systems, restoring continuous campaign functionality and preserving optimal user experience to minimize business disruption.
- Partnered with internal stakeholders to streamline workflows and data processes, directly optimizing internal tools and communications for enhanced efficiency and improved operational alignment.

Associate Content Producer | Mar 2015 – May 2017

- Produced hybrid microsite builds for rapid event launches and streamlined event creation within the CMS, optimizing go-to-market speed and content deployment.
- Partnered with design and development teams to build engaging, user-friendly microsites that successfully drove event marketing initiatives and accelerated ticket sales.
- Executed accurate and efficient event builds within the CMS, optimizing content for seamless user experiences and accelerating digital readiness for launches.
- Diagnosed and resolved technical issues to ensure successful event launches and maintain continuous website functionality, minimizing disruptions.

Skills

Project Management: Cross-functional Team Leadership, Workflow Optimization, Process Improvement

Digital Operations: Content Management Systems (CMS), Digital Distribution, Web Experience Design, Campaign Management, Data-Driven Assets, Accessibility Standards, Quality Assurance (QA)

Technical Skills: HTML, CSS, JavaScript, Salesforce Marketing Cloud (SFMC), Jira (admin), Google Analytics, Adobe Analytics, Figma

Communication & Collaboration: Internal & External Partner Relations, Technical Scoping, Presentation Skills, Mentoring

Education

San Diego Mesa College

San Diego, CA | Relevant coursework in Digital/Multimedia, covering Web Fundamentals, Digital Content Creation/Production, and Graphic Design

Certifications

Google Prompting Essentials | Coursera | Expected August 2025