

Kristin Baldwin

Phone: 206.650.8229

E-mail: kristin.baldwin.stewart@gmail.com

Skills

- Member relations including community creation/ maintenance and member onboarding/engagement.
- Public relations including government and stakeholder relations and networking.
- Social media marketing including LinkedIn and Facebook to increase association awareness and controlling the online brand.
- Budgeting and financial projection, and able to translate complex data into readable dashboards for non-financial personnel understanding.
- Non-dues revenue generation and marketing including sponsorships, events and advertising.
- Software: InDesign, Photoshop, Illustrator, Customer Relationship Management & Association Management Software, WordPress, CSS & HTML, MS Office and QuickBooks.
- Conversational German and survival Dutch and French

Relevant Employment History & Accomplishments

Principal

The Baldwin Network, Brier, WA

March 2015 - present

Marketing consultant to law firms and expert witnesses

- Provide introductions to new clients, conduct industry research and craft clear marketing and networking plans to include branding, identifying new leads and potential markets for clients.
- Consult with clients on marketing presentations, branding, report writing and witness preparation for depositions. Experts include engineers, medical professionals and energy consultants.
- Created Pacific Northwest Forensic Expert Witness Network for clients and other experts to increase client networking opportunities.
- Consult with law firms to increase their marketing and public relations efforts throughout the nation and the region through speaking engagements, co-marketing agreements and social media.

Interim Executive Director

Washington State Psychological Association, Seattle, WA

July 2014 – May 2015

Responsible for all aspects of the organization as the Chief Executive Officer including supervising staff, organizational point person, marketing and public relations and acting as board liaison to staff and membership.

- Overhauled association finances to generally accepted accounting standards and created a reporting system that supported financial transparency for board and the membership.
- Increased membership by 5%, increased non-dues revenue sources by 5% and created an effective new member and member retention procedure.
- Initiated outreach to other like-minded associations to provide more networking opportunities for members.
- Increased member benefits without cost to the association and publicized these benefits to ensure better member retention.
- Managed staff members and independent contractors.

Executive Director

Washington Defense Trial Lawyers, Seattle, WA

April 2004 -August 2014

Responsible for all aspects of the organization including hiring and overseeing staff, public relations, membership marketing, public perception management, financial resources, and planning board activities.

- During tenure, increased membership by 20% and corporate sponsorship by 120%.
- Oversaw organization's strategic plan and mission to ensure all activities meet targeted goals as set by the board of directors.
- Reached out to other organizations with similar goals and interest to create joint programming and legislative efforts.
- Acted as part of a team to craft a Political Action Committee and raised money to fund it.
- Created and nurtured relationships with other legal organizations to increase the Washington Defense Trial Lawyers' presence within the legal community.
- Increased WDTL's public relations efforts within the greater community by hosting charity events.
- Established and wrote a mock trial curriculum for under-served high schools to increase interest and exposure to civil litigation and create a pathway to law school for diverse populations.
- In conjunction with local law schools, recruited law students for the association and assisted the future litigators in furthering their networks.
- Wrote for and edited the Defense News and the WDTL website and other publications. Moved organization's newsletter to a mostly online format to save money and increase readership.
- Trained other executive directors locally and nationally in association management and technology.
- Planned eleven meetings and special events a year, including a multi-day conference. Increased meeting profitability despite industry trends of decreasing attendance through careful negotiation and cost cutting measures without impacting attendee experience.

Education

Bachelor of Arts, Government Minors: Communications & German
California State University, Sacramento

Master of Arts, Social Science (International Affairs & Communications),
California State University, Sacramento

Public Speaking & Governmental Affairs

- Panelist, Peer to Peer Roundtable - Making The Software Selection Process Painless, February 2016, Washington Society of Association Executives.
- Chair, Moving Away from the Membership Dollar Dependency by Diversifying Revenue, January 2016, Washington Society of Association Executives.
- Panelist, Presenting Financial Data to Your Board, April 2012, Washington Society of Association Executives
- Panelist, Building a Community within your SLDO, DRI Annual Meeting, Executive Director's Meeting, October 2011
- Speaker, Creating a Social Media Presence for your SLDO, DRI Executive Director's Meeting, March 2009
- Lobbying, Washington State Legislature, November 2012
- Lobbying, Washington State Representatives & Congresspersons, Washington D.C, March 2015

Associations

- Board member – Snohomish County Legal Foundation
- Board member - Foundation for Washington Courts
- Volunteer Wrangler - Woodinville Wine Country Association
- Member, Programs Committee – Washington Society for Association Executives
- Founder – Pacific Northwest Network of Forensic Expert Witnesses