



An e-Newsletter for the Clients and Friends of C.T. Hsu + Associates, P.A.

## October 2012

### EMPLOYEE PROFILE



#### **Kristine Kurek Melanson Senior Marketing Manager**

Kristine Kurek Melanson is an experienced professional services marketer with over 17 years of experience in marketing, business development, public relations, and event planning and coordination. She has been with the C.T. Hsu + Associates (CTH+A) Team for over two years managing the firms marketing pursuits.

Kristine was born and raised in the City of Fort Pierce, Florida. Staying close to home, she attended and graduated from Indian River State College with an Associates of Arts degree in Business Administration, and later moved to Orlando to attend the University of Central Florida (UCF). She graduated with a Bachelor of Science in Business Administration from the UCF College of Business with a degree in Marketing. While at UCF, she met her husband and is the mother of two girls. Both girls attend Orange County Public Schools which is a current and valued client of CTH+A.

Kristine always had her sights set on becoming the manager of her own marketing department. So how did she end up working in the architectural/engineering/construction (A/E/C) industry? While at UCF, she applied for an internship with the marketing professor, and was hired by a well known civil engineering, landscape architecture, and land planning firm in Winter Park. Once her internship ended, the firm hired her full time as a Marketing Coordinator which was Kristine's start in the A/E/C industry.

A few years later, she began working for an architectural firm where her marketing career excelled. She was promoted to the Marketing Manager/Director after 3 years of service with the firm making her one of the youngest Marketing Managers/Directors in Central Florida. During her tenure, she gained valuable experience in not only marketing, but also strategic marketing, business development, public relations, and event planning and coordination. She also had the opportunity to learn the basics about preparing space needs assessments for facilities. She later used this experience to become a land planner and marketer for a land planning firm in Winter Park. She broadened her understanding of the A/E/C industry by working with senior land planners which resulted in her ability to write elements of comprehensive plans, prepare water supply plans, facilitate Development of Regional Impact and community workshops, and complete land use applications.

After several years in the industry and having her second child, she became the President of her own business and worked with several firms in Central Florida as a marketing consultant. Through her connections as a marketing consultant, she was approached by the owner of a boutique landscape architecture firm to become their first Marketing Director bringing her career full circle since she began her career at a landscape architecture firm. Kristine set up their department, expanded their client base, and helped obtain projects during the start of the recession.

In 2010, Kristine was offered a position at CTH+A as the firm's Senior Marketing Manager, which brought her back to the architecture profession, giving her an opportunity to learn more about education and aviation clients. She is proud to be part of the CTH+A team, and her contributions have not gone unnoticed. She was part of the team that succeeded in winning several projects for the firm during the recession including: Dr. Phillips High School Comprehensive Needs project, Orange County Holden Heights Community Center, Eustis Heights Elementary School, Cypress Creek High School, and the latest multi-year Greater Orlando Aviation Authority project.

Outside the office, Kristine loves spending time with her family. As her kids grew, she longed to find ways to spend more quality time with them. Like many parents, she decided to take an active role in their sport development by becoming a gymnastics coach, and actively volunteering at their schools. Kristine coaches her daughters and teaches many other children in the community the techniques about the sport she loves. Kristine has a long history in gymnastics, acrobatics, and ballet. By the age of 10, she became a competing artistic gymnast who placed in two state competitions during the peak of her athletic career.

Kristine is a valuable member of the CTH+A team, and she is appreciated by co-workers and clients for her detail-oriented approach to delivering successful marketing pursuits for the firm.

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