

AUDREY KRUSE

People • Patterns • Purpose

aukruse@icloud.com | 605.650.6588 | Sioux Falls, SD

PROFILE

I am a nurse turned marketer and that path is more intentional than it looks. A decade in healthcare taught me how to read people, make sense of complex data, communicate under pressure, and think several steps ahead of the current moment. Three years in agency marketing taught me how to turn all of that into strategy, content, and campaigns that perform. I understand people in a way most marketers don't, and I am comfortable with data in a way most creatives aren't. I do my best work alongside people who hold a high bar, welcome feedback, and care about what they are building.

GUIDING PRINCIPLES

Radical Open-mindedness

Situational Awareness

Consequential Thinking

Interpersonal Fluency

Active Listening

Principled Clarity

EXPERIENCE

Marketing Strategist & Campaign Manager • DCH

Jan 2023 – Present

- Managed Google Ads and Meta campaigns end-to-end across multiple client accounts spanning automotive, agriculture, and healthcare — from strategy and audience targeting through ongoing performance optimization.
- Developed 90-day marketing plans, led social media strategy, produced multi-format content, and managed client websites, brand assets, and Autoconx automotive inventory management simultaneously.
- Handled invoicing, payment processing, and client billing follow-up using QuickBooks and Bill 360; served as primary client contact across diverse industries.

Quality Improvement Advisor • Sanford Health

Apr 2016 – Dec 2022

- Owned monthly and quarterly reporting cycles — pulling performance data, identifying trends, and translating findings into 90-day action plans that drove measurable improvements across nursing units.
- Set performance standards, communicated goals to unit staff and quality advisors, and led cross-functional corrective action initiatives grounded in evidence-based practice.

Clinical Care Coordinator • Sanford USD Medical Center

Apr 2018 – Dec 2020

- Progressed from bedside RN to unit leader, managing a 44-bed acute care floor — supervising nursing and support staff, coordinating real-time patient flow, and maintaining care continuity across every shift.
- Responded to codes, rapid responses, and emergent situations using best-practice protocols, making high-stakes decisions quickly and calmly under pressure.

Registered Nurse • Sanford Health

Jun 2013 – Dec 2020

- Delivered direct patient care across surgical, cardiovascular, and trauma populations — developing a deep, practiced understanding of human behavior, motivation, and communication under pressure.
- Partnered with physicians, social workers, therapists, and case managers to develop and implement individualized care plans for complex patient populations.

EDUCATION

B.S. in Nursing (BSN) • University of Sioux Falls

2012 – 2013

B.A. in Psychology & Gerontology • University of Nebraska-Lincoln

2006 – 2010

SKILLS & TOOLS

Strategy: Campaign Strategy • 90-Day Planning • Data Analysis • Performance Reporting • Market Research • PDSA Cycles

Marketing: Google Ads • Meta Ads • Social Media • Content Development • Email Marketing • SEO/SEM

Tools: Google Analytics • SEMrush • Zoho CRM • Autoconx • QuickBooks • Bill 360 • Welcome Home • Epic • MIDAS

Leadership: Quality Improvement • Staff Supervision • Interdisciplinary Collaboration • Behavioral Insights

Certifications: RN License • ACLS • CPR • Google Ads (in process)

REFERENCES

Alex Hage · Digital Community Holdings · alex@dch.com · 605.261.3565

Molly Hoffman · Sanford Health · 605.359.7314

Jon Gerber · Past Client · DRG Mechanical · Jon@drgmech.com · 605.670.0050