



Crystal Kingsbury

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🌐 kingcorppartners.com

Executive Overview

Founder of KingCorp Partners, providing fractional executive marketing leadership to commercial real estate, construction, engineering, and professional service organizations. I partner directly with ownership and executive teams to build brands, marketing departments, digital platforms, business development systems, and measurable growth strategies.

How I Create Value

- Develop and execute executive-level marketing strategy
- Build brands that support revenue growth and recruiting
- Lead website redevelopment, SEO, and AI-driven content
- Implement CRM platforms, automation, and reporting
- Create proposal systems and sales enablement tools
- Plan conferences, trade shows, and corporate events
- Strengthen internal communications and company culture
- Serve as an embedded Fractional CMO without full-time overhead

Core Expertise

Brand Strategy | Commercial Real Estate Marketing | Commercial Construction Marketing | Fractional CMO Leadership | Business Development | Website Development | SEO | AI Marketing | Proposal Development | Executive Communications | Public Relations | Social Media | Email Marketing | HubSpot Platform | Analytics | Trade Show Marketing

Technology

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat) | Canva | HubSpot | WordPress | Google Analytics 4 | Google Search Console | AWS | Bitly | Pixieset | Microsoft 365 | Google Workspace | HTML/CSS | Meta Business Suite | LinkedIn Campaign Manager | AI Platforms

Representative Engagements

KingCorp Partners: Strategic marketing leadership, rebranding, websites, CRM implementation, proposals, content strategy, automation, analytics, and executive advisory.

AMPartner: Corporate Account branding, strategy, event, marketing, client engagement.

Summit Construction: Corporate rebrand, website redevelopment, conference strategy, proposal library, employee communications, project marketing, and social media.

Anchor Construction: Enterprise marketing leadership, brand management, executive communications, digital transformation, and events.

Colliers: Regional CRE marketing, pursuits, presentations, property marketing, and client communications.

First American Title / Sutton Land: Business development marketing, partnerships, education programs, and client engagement.

Leadership & Community

Founder, KingCorp Partners | Founding Member, CREVA Collective | Texas A&M; Marketing Program Board Member | Central Fort Bend Leadership Program Graduate | Houston Livestock Show & Rodeo Volunteer

Education

B.S. Marketing & Business Management (Expected 2027), Western Governors University | Commercial Property Marketing Certificate (CPMC) | Commercial Property Research Certificate (CPRC)