

# KATIE TREACY

## STRATEGIC MARKETER

### CONTACT

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### TOP SKILLS

Digital Media and Media Expertise  
Deep Advertising Knowledge  
Creative-Specific Direction  
Digital Media Planning and Strategy  
Business Development and Growth  
Client and Program Management  
Strategic Problem-Solver  
Omni-Channel Program Management  
Entrepreneurial and Positive Demeanor  
Collaborative Team Member  
Effective Storyteller  
Multi-Brand Marketing and Management  
Mergers and Acquisitions (M&A)  
Cross-Functional Leader  
Data and Tech Strategy and Solutions  
Strong Communicator and Presenter  
Experiential Brand Activations  
Creation of Additional Marketing Programs  
Team Building and Leadership

### TECH CERTIFICATIONS

Certified Scrum Product Owner (CSPO)  
Certified Kentico Marketer

### WORK AFFILIATIONS

American Marketing Association (AMA)  
Association of National Advertisers (ANA)  
Mile High Young Professionals (MHYP)

### PHILANTHROPY & LEADERSHIP

Movember, Ambassador, 2022 - Present  
CoachArt, Ambassador Board, 2021-2022  
Arthritis Foundation, Advisor, 2020-2022

### EDUCATION

#### UNIVERSITY OF SAN DIEGO

B.A., Communications and Marketing  
Concentration: Media Studies  
Minors: Women's and Gender Studies  
Highest Honors: *cum laude*

### PROFESSIONAL SUMMARY

Dynamic and seasoned marketer with 10+ years of proven experience strategically guiding complex, large-scale, and bespoke programs from inception to successful completion. Innate ability to discover new markets, build strong relationships, and exceed personal and organizational goals. Thrive in fast-paced environments, while approaching projects with equal parts creative and data-driven strategies.

### WORK EXPERIENCE

#### INTERIM CHIEF OPERATIONS OFFICER (COO)

Sea Chartering Services, Inc. | San Francisco, CA (Hybrid) | October 2021 – Current

- Provided immediate corporate leadership and change management upon CEO's passing.
- Managed continued operations and existing contracts.
- Refined organizational expenditures and streamlined critical roles to enable continued operations through highly sensitive matter.
- Evaluated firm's market value, vetted buyers and negotiated +24% above market rate for the sale of the 25-year-old international firm.

#### HEAD OF GROWTH - MARKETING & BUSINESS DEVELOPMENT

Bamboo Insurance | Salt Lake City, UT (Remote) | March 2021 – October 2021

- Created and directed company's first-ever marketing department from scratch.
- Managed all growth programs, strategic marketing solutions, partnerships, sales initiatives, public relations and corporate communications.
- Executed responsibilities across parent company's management, including: *Bamboo Insurance 'Retail', Bamboo Insurance Agency and Bamboo Ide8 (Managing General Underwriters)*.
- Deployed a composite re-brand, newly optimized website, an omni-channel digital strategy, DTC prototype for users to get home insurance quotes online in 60-seconds and implemented the first digital marketing campaigns across 6+ platforms.
- Served critical role in the Merger & Acquisition of First American Financial Corporation's Insurance Agency, and all the agency's assets (personnel, book of business, relationships, etc.).

#### SENIOR STRATEGY CONSULTANT

Monigle Agency | Denver, CO | June 2020 – March 2021

- Spearheaded all digital strategy and web auditing for the agency's top client.
- Conducted extensive technical and various digital marketing audits across client's global websites.
- Worked across Monigle's cross-functional teams, managed multiple third party agencies and key stakeholders on client's team.
- Provided strategic solutions and plans for digital marketing initiatives to launch in Q1/Q2 2021.

#### DIRECTOR OF STRATEGIC SOLUTIONS

BlueModus | Denver, CO | August 2019 – June 2020

- Managed 20+ key client relationships, ensuring consistent communication, superior customer service, tangible results and successful projects.
- Led broad cross-functional teams consisting of internal engineers, UX/UI designers and Sr. Project Managers for any scaled project.
- Closed the agency's largest deals worth over \$7.5M in Q4F19 and Q1F20.

#### HEAD OF SALES & MARKETING

Bold and Nimble LLC | San Francisco, CA & Denver, CO | April 2016 – August 2019

- Lead go-to-market strategies for experiential, full-service digital marketing services and brand activations for top Fortune 500 and Unicorn start-ups.
- Successfully named AOR (Agency of Record) for AAA Corporate, in addition to their "Innovative Invested Programs," start-ups targeting millennial audiences such as the iOS Room8 app.
- Retainer clients and notable projects: Founded BBVA's & Propel VC's CEO Annual FinTech Summit, Microsoft, Salesforce, Tuft & Needle Activations, San Francisco Giants, Bay Area Manufacturing Summit, AAA Room8 App creation, Olympic Club & Olympic Club Foundation, 25+ wineries and various DTC brands.

REFERENCE DIGITAL PORTFOLIO FOR WORK SAMPLES: [KATIEMTREACY.COM](http://KATIEMTREACY.COM)