




KATIE TREACY

DIGITAL MARKETING LEADER

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WORK EXPERIENCE

Top Pharmaceutical Company
June 2020 - Present
Denver, CO

Digital Marketing Consultant

- Conduct extensive technical and various digital marketing audits across multiple national and international websites.
- Serve as lead marketing consultant working across multiple branding/creative agencies & cross-functional client teams.
- Successfully presented digital marketing audit results and recommendations to executives, as well as provided solutions and strategies for various digital marketing initiatives launching in Q1/Q2 2021.
- Deliverables: technical website audits, SEO audits, keyword research & implementations, digital marketing strategies for website relaunches, polished brand presentations and monthly analytics reports for global & USA websites.

BlueModus, Inc.
August 2019 - June 2020
Denver, CO

Director of Strategic Solutions

- Managed key client relationships ensuring frequent communication, superior customer service, tangible results, and successful projects.
- Worked alongside executives, project managers & technical experts to identify, scope & deliver web-based technology solutions for clients across verticals.
- MarTech lead within company for clients requesting additional high-touch marketing strategies, data & analytics services.
- Product Owner throughout client project life cycles - proposals, estimations, contracts, negotiations and invoicing.
- Led client discovery sessions - including strategy & technical details of content modeling, sitemap development, technical audits, digital marketing strategy, industry & competitor trends, data analytics & insights.
- Owned and lead client executive meetings, presentations, and first point of escalation for client feedback / needs.
- Performed technical site audits and reports for sales team pitches across verticals and Fortune 500 clients.

Bold and Nimble LLC
April 2016 - August 2019
San Francisco, CA
Denver, CO

VP / Head of Marketing

- Lead go-to-market strategies for experiential, full-service digital marketing services and brand activations.
- Own sales positioning, differentiation, RFIs, demos, and go-to-market strategies for clients.
- Spearheaded partnerships to bring top global brands and start-ups to life through marketing experiential campaigns across audiences around the globe, while engaging non-profits and communities where clients resided.
- Managed creative briefing process from start to finish, working closely with design, copy, storytelling and marketing operations teams to bring brand's stories to life.
- Set and achieved sales goals through strategic partnerships and cross-marketing strategies.
- Communicated project results & learnings to ensure proper measurement and reporting were proving ROI & progress.

Williams-Sonoma, Inc.
October 2014 - April 2016
San Francisco, CA

Digital Marketing & Paid Social Media Lead

- Managed paid social media & performance display programs across Williams-Sonoma, Inc's nine brands: westelm, Williams-Sonoma, Williams-Sonoma Home, Pottery Barn, Pottery Barn Kids, PBteen, Mark & Graham and Rejuvenation
- Compiled & presented quarterly reports on customer acquisition, YOY trends, paid social programs, digital A/B tests, influencer programs to WSI C-Suite and Board of Directors
- Successfully transitioned display program in-house from outside agencies
- Lead direct response, new customer acquisition and branded life-stage marketing internationally
- Managed relationships with 30+ vendors including publisher-direct, social media, and API partners
- Organization's Paid Social SME (subject matter expert) - launched paid efforts across Facebook, Instagram & Pinterest

Olympic Club Foundation
January - October 2014
San Francisco, CA

Marketing & Communications Manager

- Served as Interim Executive Director for tenure, taking on executive duties and responsibilities in addition to marketing.
- Owned internal & external communications, marketing strategies, fundraising, and main liaison with Board of Directors.
- Reviewed 100+ grant applications as well as took ownership of visiting grantees for community efforts including content for Olympic Club Magazine, advertisements, social media & large-scale VIP events (increased donations 35%+ YOY.)

The Bay Club Company
May 2012 - January 2014
San Francisco, CA

Sales & Marketing Manager

- Exceeded sales quota by bringing in \$4M+ in event sales with a portfolio of over 40+ key clients including: SF Giants, Golden State Warriors, Levi Strauss, Wells Fargo, Umpqua Bank, Autodesk, Ferrari, Kaiser, Merrill Lynch, VISA, etc.
- Managed and served as liaison between advertising agencies, internal teams, and responsible for all content & executions.
- Owned website monthly updates, marketing & branded content, social media channels, collateral and partnerships.

EDUCATION

University of San Diego
San Diego, CA

Bachelor of Arts: Marketing & Communications, Concentration in Media Studies

Minor: Gender & Women's Studies

Honors: Dean's List, National Lambda Pi Eta Honors Society, Magna Cum Laude

***Graduated with accelerated 3-year course load.*

SKILLS & EXPERTISE

Entrepreneurial & Self-Starter
Strong Communicator
Analytical & Data-Driven
Paid Social Media Expert (SME)
Effective Leader
Team Player
Various Digital Marketing Tools

Various CRM & CMS Systems
Quick Learner
Adobe Creative & Microsoft Office Suites
Polished Public Speaker
Innovative & Creative Thinker
Client Management
Problem-Solver

LEADERSHIP & CERTIFICATIONS

Entrepreneur of the Year Award, San Francisco LWT, 2018
Certified Kentico Marketer, 2019-2021
Certified Scrum Product Owner (CSPO), 2019-2022
Board of Directors, Arthritis Foundation, Denver, Present
Board of Directors, CoachArt, Denver Chapter, Present
Board of Directors, Sea Chartering Services, 2013-Present
Board of Directors, Spectrum Youth LGBT, 2012-2016