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Katherine Mitchell

Marketing leader with a passion for elevating brands and accelerating growth

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PROFESSIONAL EXPERIENCE

Director of Marketing & Demand Generation

EVERFI 2018 - 2020() Washington, DC

- Oversaw marketing strategy for a \$24M line of business, managing a high-performing team and working across sales and customer success to support net new sales, expansion, and cross-sell.
- Scaled campaigns across digital channels for the low-end market segment, driving a 50% increase in new customers in the first year.
- Created the demand generation plan for a new product launch that exceeded campaign goals, generating demo requests from 800 unique institutions representing 30% of the total addressable market.
- Developed new market positioning based on ideal customer profile win-loss analyses, which informed successful content campaigns, helped reduce sales cycle, and increase win rate.
- Optimized six-figure marketing budget by transferring inefficient trade-show spend to higher performing digital channels and partnerships.

Director of Marketing

FastModel Sports 2016 - 2018() Chicago, IL

- Led the marketing strategy for a mature business unit, increasing e-commerce sales by 54% over a three-year period.
- Relaunched the company's brand and content strategy, which contributed to the most successful lead generation campaign to date.
- Managed a team of employees, contractors, and agencies responsible for launching and continually optimizing marketing programs.

Marketing Manager

FastModel Sports 2015 - 2016() Chicago, IL

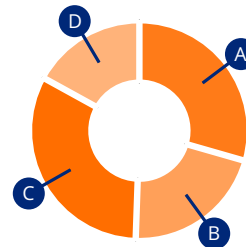
- Built omni-channel marketing programs from the ground up, including web, email, search, partnerships, content, social, and display.
- Achieved program goals, improving cost per acquisition by 50%, return on investment by 165%, and return on advertising spend by 55% YOY.

Senior Marketing Specialist

DrFirst 2013 - 2015() Rockville, MD

- Built the digital marketing foundation across web, email, and content for a high-growth company, increasing qualified leads by 40% YOY.

HOW I SPEND MY TIME



- A Marketing Strategy & Analysis
- B Coaching & Developing Team
- C Campaign Development & Creative Review
- D Cross-Functional Communication

ACHIEVEMENTS

👍 **A+ Rated Digital Marketing Instructor**

Taught in-demand digital marketing skills to hundreds of students at General Assembly.

💎 **Award Recipient at DrFirst**

One of 12 employees selected from 500-person company to receive performance based award.

OTHER EXPERIENCE

Business Analyst

Sport and Health Corporation, 2010-2011

Business Analyst

Branch, Banking & Trust, 2008-2010

EDUCATION

MBA, Marketing

University of Maryland, Smith School

08/2011 - 05/2013() College Park, MD

BS, Finance