

# Kaitlin Kahler

Data Scientist & Influencer Marketing Extraordinaire 🎉

in [linkedin.com/in/kaitlin-kahler](https://www.linkedin.com/in/kaitlin-kahler)  
✉ kaitlinkahler21@gmail.com  
☎ (313) 910 - 7063

I scale marketing programs using the power of data. I specialize in building robust and data-driven influencer marketing strategies and tools that drive direct conversions, quality ad content, and brand awareness and engagement.

## Experience

### Curology, Inc

Sr. Influencer Strategy & Ops Associate / Dec 2020 - Present / San Francisco + Remote

- Leading influencer marketing growth + brand strategy with two direct reports
- Working with Director of Influencer Marketing and CMO to drive organic acquisition + awareness while creating and optimizing content for paid ads
- Supporting operational needs of team of 15+ influencer employees by creating tools/automations and optimizing performance through analyses
- Automated email outreach + follow ups + A/B/n testing by integrating CRM with Gmail API; improved influencer response rate from 30 to 50% in 3 months
- Built process and performance metrics for assessing influencer's impact on additional teams (paid ads, TV, etc)
- Built API connections between influencer cloud platforms and internal databases to identify patterns between influencer attributes + first party conversion data

Marketing Strategy & Ops Associate / May 2020 - Dec 2020 / San Francisco + Remote

- Work with director of Marketing Strategy with assignment to scale + optimize the influencer marketing team
- Trained a pricing regression model using historical data to predict conversions for influencer campaigns
- Implemented diversity and inclusion tracking system for influencer partnerships + wrote strategy for increasing collaboration with under-represented communities
- Created retargeting strategy and tools to automate the resurfacing of profitable influencer relationships

Influencer Marketing Intern / May 2019 - May 2020 / San Francisco (Non-Remote)

- Worked with Director of Influencer Marketing to build influencer marketing program from the ground up
- Managed 50+ creative influencer marketing partnerships that drove 10K+ direct conversions with modest budget
- Utilized data science tools and skillset to identify fast-growing creators and commonalities between partnerships with high conversion rates

### Shinola Detroit

Email Marketing Consultant / Jan 2020 - April 2020 / Detroit

- Lead team of 4 consultants to increase performance of email drip campaign
- Created innovative testing strategy using multivariate and bandit testing and Bayesian (probability-based) statistics that increased response rate (20%) and sales (10%) over the control

## Skills

- Coding languages: Python, R (Proficient) SQL, JavaScript, HTML/CSS (Familiar)
- Software: CreatorIQ, Copper CRM, Google Suite, Github, MySQL, RStudio, Tableau, Visual Studio Code
- Concepts: API connections, database + CRM organization, email marketing + A/B/n testing, influencer marketing, predictive modeling, primary + secondary metrics creation, visualization

## Education

University of Michigan - Ann Arbor

- Bachelor of Science: Data Science, Minor in Entrepreneurship
- Michigan Institute of Data Science: Education + Training Committee Member