





# Kaitlin Kahler

**Growth Marketer** trained in **Data Science & Influencer Marketing**

 [linkedin.com/in/kaitlin-kahler](https://www.linkedin.com/in/kaitlin-kahler)  
 [kaitlinkahler21@gmail.com](mailto:kaitlinkahler21@gmail.com)  
 (313) 910 - 7063  
 Los Angeles, CA

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

## Experience

### Albert

Head of Influencer Marketing / April 2022 - August 2023 / Los Angeles

- Worked with Director of Growth to build and scale Albert's first influencer marketing program
- Managed influencer strategy of 2M+ per year across Instagram, Facebook, Tik Tok, and YouTube both in house and through ad agencies to drive organic growth + ad content
- Created an in-house affiliate program for influencers to drive CPA-based conversions
- Obtained certifications for media buying on Facebook and TikTok to run paid campaigns using creator assets

### WhatNot

Influencer Marketing Consultant (Contractor) / Jan - June 2022 / Los Angeles

- Advised unicorn e-commerce marketplace on how to build and scale an efficient influencer program
- Analyzed existing campaigns and quantified the ROI of influencer campaigns to inform strategy
- Built essential tools for the influencer team including: an automated lead sourcing tool + a pricing regression model that predicts influencer conversions based on a number of inputs

### Curology

Director, Influencer Strategy & Ops / Jan 2021 - April 2022 / Remote

- Led strategy development and execution for the influencer channel alongside executive leadership
- Identified key opportunities to drive acquisition while creating and optimizing content for paid ads with creators
- Developed and reported on full-funnel performance metrics for the channel
- Built essential tools for channel including: email automations that improved email response rate from 30% to 70% + API connections between public and first party data to identify actionable patterns
- Completed 12 week manager training program and managed 2 direct reports

Sr. Manager, Marketing Strategy & Ops / Jan 2020 - Jan 2021 / Remote

- Worked with Director of Marketing Strategy to scale + optimize the influencer marketing team
- Trained a linear 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

Manager, Influencer Marketing / May 2019 - Jan 2020 / San Francisco

- Worked with Director of Influencer Marketing to build influencer marketing program from the ground up
- Managed 100+ influencer partnerships that drove 10K+ direct conversions with modest budget
- Utilized data science skills to identify creators with high conversion rates

## Skills

- Coding languages: Python, R (Proficient) SQL (Familiar)
- Concepts: API connections, CRM development, email marketing, metrics development, predictive modeling, probabilistic measurement, visualization (dashboarding)
- Software: Branch MMP, CreatorIQ, Copper CRM, Google Suite, Github, Impact Radius, Looker, MySQL, Tableau

## Education

University of Michigan - Ann Arbor

- Bachelor of Science: Data Science, Minor in Entrepreneurship

Marketing Certifications:

- Facebook Blueprint: Digital Marketing, Media Planning, Media Buying
- Tik Tok Academy: Tik Tok 101