

# KARI SIEGENTHALER

CONNECTING BRANDS & HUMANS THROUGH COMPELLING CONTENT & CREATIVE STORYTELLING

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## PROFILE

I am a senior global marketing strategist with 15+ years of experience driving global full-funnel omnichannel campaign strategies and creating campaign plans, most recently for technically complex life sciences products.

I translate high-value scientific solutions into commercial strategies that resonate with specialized buyers, lead cross-functional teams through influence, guide and teach strategy to over 50 individuals and branches across the world, while building the infrastructure that scales marketing programs globally.

## EDUCATION

**Bachelor of Arts, Mass Communications & Advertising**  
UNIVERSITY OF WISCONSIN - EAU CLAIRE

**Film & Film Production Certificate**  
MEDIA INSTITUTE

**Inbound Certified**  
HUBSPOT ACADEMY

**Advertising and Marketing Communication Strategy**  
KELLOGG EXECUTIVE EDUCATION

**Digital Marketing Strategies: Data, Automation, AI & Analytics**  
KELLOGG EXECUTION EDUCATION

## TECHNICAL SKILLS

Adobe Creative Suite	<div style="width: 100%; height: 10px; background-color: #c00000;"></div>
CRM (Hubspot, RTM, Salesforce)	<div style="width: 100%; height: 10px; background-color: #c00000;"></div>
SEO/GEO/Gen AI	<div style="width: 90%; height: 10px; background-color: #c00000;"></div>
AI Tools	<div style="width: 100%; height: 10px; background-color: #c00000;"></div>
Agile Methodology	<div style="width: 100%; height: 10px; background-color: #c00000;"></div>

## EXPERTISE

Campaign Strategy	● ● ● ● ●
Communications	● ● ● ● ●
Storytelling	● ● ● ● ●
Digital Marketing	● ● ● ● ●
Video Production	● ● ● ● ●
Social, Paid & Earned Media	● ● ● ● ●

## PROFESSIONAL EXPERIENCE

### Senior Global Marketing Strategist

(Started as Global Marketing Strategist)

#### PROMEGA CORPORATION, MADISON, WI | 2023 to PRESENT

- Architect full-funnel campaign strategies across six high-complexity business initiatives, building market-facing narratives that move buyers from awareness to commitment across a deeply specialized portfolio.
- Lead a cross-functional execution team through influence rather than authority, aligning priorities, unblocking work, and holding strategic coherence across stakeholders who each answer to a different part of the business.
- Build campaign infrastructure from the ground up, including KPI frameworks grounded in real GA4 baseline data and positioning systems that hold across a multi-audience portfolio.
- Integrate AI into campaign planning workflows, currently leading a 90-day initiative to document and systematize Promega's campaign strategy methodology so it can scale across the marketing function.
- Navigate stakeholder complexity across program leads and global teams, maintaining campaign momentum when business priorities, budget constraints, and cross-functional timelines create friction.
- Drive global marketing strategy for products that underpin critical research, companion diagnostic workflows, from genomic analysis and cell therapy development to oncology sample prep and genetic identity.
- Design and execute multi-track email nurture programs at scale, balancing content strategy, customer-centric messaging, and pipeline logic to move buyers through long, complex sales cycles.
- Develop product launch strategies for technically specialized products, including go-to-market frameworks that sequence awareness, adoption, and category leadership across distinct buyer segments.
- Operated at the intersection of science and commercial strategy, turning emerging product categories into structured go-to-market plays at each stage of their market trajectory, from early-stage awareness through category leadership.

### Digital Marketing Manager

(Started as Digital Coordinator, Sr. Digital Coordinator)

#### AFFILIATED ENGINEERS, INC., Madison, WI | 2018 - 2023

- Executed long-term digital marketing plans across disciplines, collaborating with leadership to strategize publication avenues and award submissions, culminating in over 20 project awards and 5 published articles in one year.
- Managed website strategy resulting in multi-million dollar clients through lead acquisition including developing SEO content strategy with keyword and backlink research.
- Created nationwide brand and writing guidelines for 19 offices and over 800 employees.
- Led social media campaign strategy including annual and monthly calendar, coordinating and writing posts, creating graphics, and partner collaboration. Grew audience by over 200% in two years.
- Led video production, direction, and content creation, including launch of AEI's podcast.
- Implemented digital marketing automation tools including Woodpecker, Deltek CRM, and Constant Contact.

### Marketing Manager

#### EXTRACT SYSTEMS, Madison, WI

- Enabled inbound marketing through landing pages, website pages, and automation tools including Hubspot, Squarespace, and Woodpecker.
- Created high-yield marketing collateral including tradeshow brochures, case studies, whitepapers, and data sheets, resulting in over 10 new clients in one year.
- Implemented SEO on new website landing pages, driving a 43% growth in website traffic.

### Manager of Digital Production & Special Projects

#### ELECTRONIC DISCOVERY INSTITUTE, Remote

- Led production and post-production of 9 online courses, including video scripting, recording, editing, and course reviews.
- Developed Salesforce database with custom fields, campaigns, and projects, promoting class growth by 37%.
- Designed collateral, event signage, and brochures for industry conferences and tradeshow.