

# CATHY COLLIVER, Marketing Leader & MBA

## Marketing & cross-functional leader | Strategic growth | Technology fluent | Dealer marketing | Proud farm owner

Results-oriented marketing executive with 15 years building, optimizing, and scaling marketing functions in B2B professional services across industries—including automotive OEM to dealers. Proven track record of developing marketing strategies aligned to business objectives, leading cross-functional initiatives, and driving measurable outcomes with lean resources.

## Core Competencies

- Marketing Strategy & Execution | Brand Positioning & Messaging | Content & Thought Leadership
- Demand Generation & Pipeline Development | Marketing Operations Workflows & Automation
- Cross-Functional Leadership | Strategic Planning | Budget & Vendor Management
- Early adopter of AI/Automation | Business to Technology Translation | Developer Empathizer

## Skills

- **Strategic Leadership:** Marketing Strategy, Brand Development, Cross-Functional Team Leadership, Strategic Planning, Budget Management, Change Management
- **Marketing Expertise:** Content Marketing, Thought Leadership, Demand Generation, B2B Marketing, Professional Services Marketing, Developer & Tech Leader Marketing, Product Marketing, Automotive Marketing
- **Technical & Operations:** Marketing Operations, Marketing Automation, MarTech Stack Management, CRM Management (Salesforce, Pipeliner), Project Management, Vendor Management, AI/Automation Implementation

## EXPERIENCE

### Test Double

#### Marketing Director

JANUARY 2022 - PRESENT

#### Senior Marketing Manager

JANUARY 2021 - DECEMBER 2021

Lead all marketing strategy and execution for a custom software consultancy (50 → 100 employees), serving mid-market companies facing legacy modernization and product performance challenges

#### Strategic Initiatives:

- Built marketing function from ground up as first marketing hire, including design and implantation of marketing operation infrastructure, thought leadership editorial workflows, and brand-to-demand strategy
- Lead market research to validate assumptions, refine ideal customer profiles, and evolve brand positioning
- Led comprehensive project management and agency relationship management for full website redesign—from strategy and technical requirement to information architecture and creative direction to migration management

#### Cross-Functional Leadership:

- Serve on executive leadership team, partnering with CEO and department heads on business strategy and contribute to strategic planning facilitation and implementation
- Collaborate across functions to elevate brand positioning, productive services, and create compelling case studies with quantifiable outcomes
- Experience building and managing small team (Meta Programmer and Senior Content Manager), mentoring content contributors, and managing agency and vendor partnerships within budget constraints to aid sustainable growth

#### Results:

- Stabilize inbound leads during L6 2022-2023 macro economic headwinds:
  - Leading: Grow total inbound opps pipeline 266% (156% growth in marketing sources and 582% inbound)
  - Lagging: Increase new business revenue during 2024 thaw by 67% overall (\$7M total booked)—60% in marketing sources (\$1 M closed won) and 41% in overall inbound (\$2.5 M closed won)

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**Gannett | USA TODAY NETWORK**

**Marketing Manager, Demand Generation**

AUGUST - DECEMBER 2020

**Senior Marketing Manager, Brand & Campaigns**

APRIL 2019 - AUGUST 2020

**Field Marketing Manager, Automotive**

APRIL 2018 - MARCH 2019

**B2B Brand Manager**

AUGUST 2014 - MARCH 2018

Grew from local market head of B2B Brand to National B2B marketing team member selected to lead a series of network-wide initiatives at a matrixed, publicly-traded enterprise (15,000 → 17,000 employees)

**Strategic Initiatives:**

- Championed by President to lead marketing and launch national brand for automotive marketing solutions business unit, resulting in 100+ sales leads during launch campaign
- Significantly improved demand team marketing operations automation workflows for email campaigns by designing Marketo templates built with tokens to increase both efficiency and quality control
- Selected as high-potential leader and invited to collaborate on strategy workstreams, advised on product alpha and beta launches, participated in unicorn projects, and championed for senior roles amidst layoffs and restructuring
- Tapped to lead project management across marketing, sales, product, and operations to productize and launch a new real estate digital listings service and platform

**Cross-Functional Leadership:**

- Managed marketing manager and freelancers to efficiently cover resource needs amidst digital transformation
- Acted as Interim Brand Director for team of 10 during time of rapid leadership and organizational change
- Served on operations leadership team collaborating with President and department heads on business strategy and operations, including designing and facilitating the annual strategic planning process
- Led cross-functional teams on strategic initiatives (6-20) and closely collaborated with product marketing

**Results:**

- Increased brand awareness by 24 points YOY, plus increased monthly visitors 126%, inbound leads 95% in 3 years

**J&L Marketing**

**National Accounts Senior Project Manager**

APRIL 2012 - JULY 2014

Head of project management practice for national account campaigns at automotive marketing agency (50 → 75 employees) serving national OEM brands, automotive groups, and dealerships

**Strategic Initiatives:**

- Led development, testing, and launch of three digital marketing products to further digital innovation strategy
- Identified workflow and process improvements within national account campaigns to cascade improvements across the org in order to improve client delivery satisfaction and decrease production errors

**Cross-Functional Leadership:**

- Managed 2 project management assistant—prior to leaving was offered opportunity to establish new department
- Led large cross-functional project teams (10-40) with a focus on operational efficiency and quality

**Results:**

- Successfully launched digital marketing products to increase value and retention of key national OEM relationships
- National campaign projects during tenure had decreased errors and increases in dealership-tracked sales

## Arison Insurance Services

### Marketing Director

JANUARY 2011 - MARCH 2012

Head of marketing at health insurance benefits agency (25 → 50 employees) evolving from spinoff into rapid growth

#### Strategic Initiatives:

- Digital marketing transformation and evolved brand strategy during key period of industry disruption
- Supported successful acquisition with steady leadership, thought leadership, and support of client expansion
- Led market research, analysis, and brand positioning to level up sales enablement as advisors

#### Cross-Functional Leadership:

- Managed administrative assistant and vendor relationships across marketing and IT
- Served on executive leadership team of owners, president, and department heads to collaborate on operations
- Change management and due diligence for acquisition—all while knowing leadership would not be retained

#### Results:

- Successful acquisition by Assured Partners, including retention of key operations and client service staff

## Actors Theatre of Louisville

### Marketing Manager

NOVEMBER 2006 - JANUARY 2011

### Marketing Coordinator

FEBRUARY 2006 - NOVEMBER 2006

### Marketing & Public Relations Associate

DECEMBER 2003 - FEBRUARY 2006

Rapidly promoted on fast-paced comms team at internationally-acclaimed non-profit theatre (100 → 300 employees)

#### Strategic Initiatives:

- In-depth brand, sales, and market research analysis to support strategic planning and brand positioning evolution
- Accelerated digital marketing transformation, including full website redesign, to increase awareness and ticket sale
- Co-produced late night series programming to expand attendance by younger audiences

#### Cross-Functional Leadership:

- Selected to serve as Interim Director for team of 11 and served on senior leadership team
- Managed two staff and three interns, served on management team, and managed a seven-figure equivalent budget
- Facilitated annual cross-functional brainstorming sessions to inform marketing and communications plans

#### Results:

- Grew ticket sales consistently year over year then stabilized audience during recession and industry disruption

## EDUCATION

### Bellarmine University

M.B.A.

Beta Gamma Sigma Honor Society

### Amherst College

B.A.

Magna Cum Laude

## VOLUNTEERING

### MBA Research Group

Advisory Council Member

NOVEMBER 2022 - PRESENT

### Stage One Family Theatre

Board Chair, Board Member

NOVEMBER 2019 - MAY 2025

### Courier Journal

Editorial Board Member

MARCH 2019 - DECEMBER 2020

### Kentucky Derby Festival

Board Member

JUNE 2016 - MAY 2018

### Every1Reads, JCPS

Volunteer Reader

FEBRUARY 2015 - MARCH 2020