

CATHY COLLIVER, Marketing Leader & MBA

I build GTM strategy and marketing functions from zero that drive real business growth—from brand positioning and demand generation to the marketing ops infrastructure and AI workflows that make it sustainable.

15+ years in B2B marketing and 10+ years leading teams across professional services, enterprise, and agencies:

- **Building and scaling marketing:** from scratch or inherited, including GTM strategy, brand launches, repositioning, and research-validated positioning strategies—rebuilding what isn't working and scaling what is, often with lean resources, during disruption, and while navigating organizational complexity
- **Thinking like a business leader:** genuine orientation toward cross-functional collaboration and a track record of contributing in executive and strategy conversations, on leadership teams, and through mergers and acquisitions on multiple sides of the table
- **Early and hands-on adoption of AI:** building custom Claude projects and skills, n8n and Zapier workflows, GPT agents, generative image design, and GEO strategies generating inbound and revenue

CORE COMPETENCIES

GTM Strategy & Execution | Brand Positioning & Messaging | Content & Thought Leadership | AI Workflows
Demand Generation & Pipeline Development | Marketing Operations & Automation | Executive Team Partnership
Strategic Planning | Sales Enablement | Budget & Vendor Management | B2B Professional Services

EXPERIENCE

Test Double

Head of Marketing (Senior Marketing Manager → Marketing Director)

January 2021 – Present

Came in as the first and only marketing hire at a custom software consultancy (50 → 120+ employees), reporting directly to the CEO. Built the marketing function from zero: GTM strategy, brand positioning, ICP development, demand generation, content strategy, marketing ops, and the AI and automation workflows that keep it running efficiently at scale. Serve on the executive leadership team, contributing to company strategy and annual planning well beyond the marketing function.

Building the Function & GTM Strategy

- Established marketing as a strategic business function from scratch, building infrastructure, analytics, processes, and a content engine to support 100%+ company growth while maintaining lean operations
- Led market research to validate assumptions, refine ideal customer profiles, and evolve brand positioning for a consultancy serving CTOs, CPOs, VPs of Engineering, and technical and non-technical founders at mid-market and growth-stage companies
- Directed full website redesign from strategy through migration: information architecture, technical requirements, creative direction, and agency management
- Developed two-lane content strategy pairing practitioner-led thought leadership with founder-focused content, identifying and developing internal contributors rather than relying on external resources or marketing filter
- Built AI workflows (custom Claude skills and projects, GPT agents, n8n and Zapier automations) to increase efficiency across content production, marketing ops, and SEO/GEO while maintaining brand voice and quality

Cross-Functional Leadership & Executive Partnership

- Serve on executive leadership team, partnering with CEO and department heads on business strategy, annual planning facilitation, and company-wide initiatives
- Built and led a team of twos, mentor dozens of thought leader contributors across the company, and manage agency and vendor relationships within budget
- Collaborate across functions to elevate brand positioning, productize service offerings, and develop case studies with quantifiable outcomes—creating sales enablement materials that translate complex technical work into compelling market-facing narratives
- Translate complex technical work into compelling market-facing narratives for developer and tech leader audiences

Results

- Increased marketing-attributed revenue 112% in 2024 and 69% in 2025—260%+ over three years achieved with a lean team, constrained budget, and inconsistent sales leadership
- Grew search-sourced inbound 300% in one year with marketing flywheel of SEO, content, organic and paid social, and paid sponsored content placements in industry niche newsletters
- Stabilized inbound leads through 2022–2023 macro headwinds while competitors contracted, then grew on the rebound in both marketing sources and overall inbound

Gannett | USA TODAY Co

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 B2B Brand head to national B2B team member at a \$3B publicly-traded media enterprise (15,000+ employees), selected to lead a series of network-wide initiatives driving digital transformation.

Marketed B2B solutions to SMB owners and marketers—two of the most common SaaS buyer profiles.

- Championed by Automotive President to lead marketing and national brand launch for automotive marketing solutions business unit, generating 100+ sales leads during launch campaign
- Managed marketing manager direct report and freelancers to efficiently cover resource needs
- Improved demand team marketing operations by designing Marketo templates built with tokens, increasing efficiency and quality control across email campaigns
- Acted as Interim Brand Director for a team of 10 during rapid leadership transition, maintaining continuity across active campaigns and team stability
- Served on local market operations leadership team collaborating with President and department heads on business strategy, including designing and facilitating the annual strategic planning process
- Grew brand awareness 24 points YOY, increased visitors 126% and inbound leads 95% over three years

J&L Marketing

National Accounts Senior Project Manager | April 2012 – July 2014

Head of project management practice for national account campaigns at an automotive marketing agency (50 → 75 employees), leading large cross-functional project teams of 10–40, supervising two project management assistants, and managing client relationships with national OEM brands.

- Project managed testing and launch of three digital products for marketing agency's innovation strategy
- Identified workflow and process improvements within national account campaigns and cascaded improvements across the org, improving client delivery satisfaction and decreasing production errors

Arison Insurance Services

Head of Marketing (Marketing Director) | January 2011 – March 2012

Head of marketing at a health insurance benefits agency (25 → 50 employees) during a period of major industry disruption. Led digital transformation, brand evolution, and marketing through a successful acquisition—managing change and due diligence while maintaining team stability as a member of the executive leadership team.

- Led market research, brand positioning, expanded digital presence, and sales enablement evolution
- Supported acquisition by Assured Partners with steady leadership and due diligence project management, including retention of key operations and client service staff

Actors Theatre of Louisville

Marketing Manager | November 2006 – January 2011

Marketing Coordinator / Associate | December 2003 – November 2006

Rapidly promoted on the marketing and communications team at an internationally-acclaimed nonprofit theatre (100 → 300 employees). Managed B2C and subscription/membership marketing, a seven-figure equivalent budget, and a team of two staff and three interns.

- Drove consistent year-over-year ticket sales and subscriber growth then stabilized audience during recession through accelerated digital transformation and audience development initiatives
- Selected to serve as Interim Director for a team of 11 and contributed to management and senior leadership teams

MARTECH & TOOLS

Salesforce | Pipeliner | Pipedrive | HubSpot | Campaign Monitor | Marketo | Marketing Cloud | Webflow
WordPress | Figma | Adobe Creative Cloud | SEMrush | Google Analytics | Matomo | Google Search Console
Descript | Google Ads | Social Ads | CoSchedule | Hootsuite | n8n | Zapier | Claude API | GitHub | Notion | Wrike

ICP AUDIENCES

Developers & Tech Leaders | Marketing & SMBs | Automotive Dealers | HR Executives | Well-Educated Consumers

EDUCATION

Bellarmino University — M.B.A., Beta Gamma Sigma Honor Society

Amherst College — B.A., Magna Cum Laude

VOLUNTEERING

MBA Research Group — Business Advisory Council Chair, Member | 2022 – Present

Stage One Family Theatre — Board Chair, Board Member | 2019 – 2025

Courier Journal Editorial Board Member | 2019 – 2020

Kentucky Derby Festival Board Member | 2016 – 2018

Every1Reads, JCPS Volunteer Reader | 2015 – 2020