

# CATHY COLLIVER, Marketing Leader & MBA

Deep experience in brand, strategy, marketing operations, digital marketing campaigns and project management.

- Simplify complex marketing challenges and lead teams to practical solutions
- Analyze and connect data to identify and act on opportunities to grow revenue
- Combine technical and creative strengths for more efficient and more effective marketing
- Broad experience across B2C, B2B, B2B2C, non-profit, corporate, professional services and agency settings
- Martech: Salesforce, Salesforce Marketing Cloud, WordPress CMS, Drupal CMS, MailChimp, Google Analytics, Adobe Analytics, Facebook and LinkedIn Ad Managers, currently training in Marketo
- Certifications: Google Analytics, Google Ads; HubSpot Inbound Marketing, Content Marketing, Email Marketing, Sales Enablement; Content Marketing Conference Content Marketing Strategy

## EDUCATION

**Bellarmino University**

M.B.A.

Beta Gamma Sigma Honor Society

**Amherst College**

B.A.

Magna Cum Laude

## CAREER EXPERIENCE

**Gannett | USA TODAY NETWORK**

**AUGUST 2014 - CURRENT**

**Marketing Manager, Demand Generation**

AUGUST 2020 - CURRENT

- **Campaign Lead:** Lead marketing campaigns for B2B brand at public news company with 18,000 employees
- **Demand Generation:** Collaborate with field marketing on strategy and planning for lead gen and nurture automation
- **Marketing Operations:** Project management to continuously evolve and optimize marketing automation programs
- **Marketing Analysis:** Evaluate reporting across demand generation programs to identify areas of opportunity
- **Leadership:** National campaigns project management and lead initiative to simplify Salesforce marketing reporting

**Senior Marketing Manager, Brand**

APRIL 2019 - AUGUST 2020

**Key Accomplishment:** Selected as Interim B2B Brand Director during leadership transition for publicly traded company

- **Brand Management:** Senior manager on campaign and brand teams for primary marketing solutions brand LOCALiQ
- **Demand Generation:** Maximize national digital marketing campaigns at scale across 8 sales channels and 3 brands
- **Marketing Strategy:** Create channel and vertical marketing strategies aligned with overall B2B strategy
- **Marketing Operations:** Establish streamlined campaign processes for more efficient marketing support
- **Leadership:** Supervise marketing manager, autonomously manage cross-functional project teams and freelancers

**Field Marketing Manager, Automotive**

APRIL 2018 - MARCH 2019

**Key Accomplishment:** Successful national brand launch including go to market strategy, messaging and campaigns

- **Brand Management:** Lead launch national brand identity for automotive marketing solutions business unit
- **Demand Generation:** Develop scaled campaign models to efficiently support channel and vertical programs
- **Marketing Planning:** Introduce business unit marketing budget, content marketing, website and event marketing
- **Content Marketing:** Editorial calendar planning, assignment briefs, manage freelance and staff writers, earned media
- **Leadership:** Lead through influence across matrix org and serve as peer mentor with onboarding and ongoing support

**B2B Brand Manager**

AUGUST 2014 - MARCH 2018

**Key Accomplishment:** Increased brand awareness by 24 points YOY, monthly visitors 126% and leads 95% in 3 years

- **Marketing Strategy:** Lead B2B marketing for Louisville marketing solutions brand within larger B2B org
- **Brand Management:** Significantly improve brand perceptions with campaigns and thought leadership
- **Demand Generation:** Plan, implement and optimize digital marketing campaigns for lead generation
- **Leadership:** Manage cross-functional project teams and selected to serve on strategy teams and as peer mentor

## J&L Marketing

APRIL 2012 - JULY 2014

### National Accounts Senior Project Manager

**Key Accomplishment:** Project Management lead on program to develop, test and launch 3 new digital marketing products

- **Marketing Operations:** Direct national accounts campaign projects at marketing agency specializing in automotive
- **Project Management:** Effectively solve problems and create meaningful campaign process improvements
- **Campaign Management:** Creative direction with design and development to effectively bring OEM client goals to life
- **Leadership:** Supervise project management assistants and autonomously lead large cross-functional project teams

## Arison Insurance Services

JANUARY 2011 - MARCH 2012

### Marketing Director

Assured Partners acquired Arison in March 2012 and did not retain leadership staff.

**Key Accomplishment:** Change management and due diligence project management during acquisition process

- **Brand Management:** Evolve digital marketing for employee benefits start-up brokerage offering group healthcare insurance (spin-off from Anthem Blue Cross Blue Shield)
- **Marketing Strategy:** Deliver marketing planning, research, competitive analysis and plans for brand relaunch
- **Marketing Management:** Improve marketing collateral and campaigns to level up sales enablement
- **Leadership:** Member of leadership team, supervise administrative assistant and manage vendors

## Actors Theatre of Louisville

DECEMBER 2003 - JANUARY 2011

### Marketing Manager

NOVEMBER 2006 - JANUARY 2011

**Key Accomplishments:** Chosen as Interim Marketing Director (leading 7 staff, 2 interns, 1 contractor) during transition

- **Marketing Management:** Accelerate digital marketing for internationally acclaimed regional theatre company
- **Program Management:** Co-founder/Co-producer of The Late Seating events featuring local artists over 5 seasons
- **Marketing Analysis:** Produce in-depth analysis and custom reports for strategic planning and brand repositioning
- **Leadership:** Supervise two staff and three interns, autonomously lead marketing plans and manage vendors

### Marketing Coordinator

FEBRUARY 2006 - NOVEMBER 2006

### Marketing & Public Relations Associate

DECEMBER 2003 - FEBRUARY 2006

## VOLUNTEER EXPERIENCE

### Stage One Family Theatre

Board Member,

NOVEMBER 2019 - PRESENT

Marketing Chair, Leadership Transition Committee

### Courier Journal

Editorial Board Member

MARCH 2019 - PRESENT

### Every1Reads, JCPS

Volunteer Reader

FEBRUARY 2015 - PRESENT

### Fund for the Arts

NeXt Program Participant

SEPTEMBER 2018 - JUNE 2019

### Kentucky Derby Festival

Board Member

JUNE 2016 - MAY 2018

### Le Petomane Theatre Ensemble

Board President,

NOVEMBER 2011 - MAY 2013

Board Member