



Katie Findling

847-732-0842 • Garibaldi, Oregon • Oregon Coast • findlingkatie@gmail.com • <http://www.katiefindling.com/resume>

Objective: To live boldly and with intention: use and expand my experience, knowledge and marketing skills to ignite the passion of others, and create a meaningful impact on the world.

Work Experience

Ricochet Partners ▲ (May 2018 - Present)

Senior Marketing Project Manager

- Contribute to the strategic direction of a client's business or single initiative under the Chief Strategy Officer's guidance across media disciplines.
- Create budgets and schedules for tactics; work with the creative group to accomplish those tactics in alignment with the strategy; interface with the client at times throughout the process; and ensure billing is completed timely and accurately.
- Direct the work of designers, programmers and copywriters.
- Provide input on project management process to optimize them to aid in delivering the highest possible levels of customer service.

Corporate Visions Inc. ▲ (Aug 2016 - Jan 2018)

Marketing Campaign Manager - Strategic Accounts and West Territory

- **Primary vertical focuses on medical technology; insurance; finance; pharmaceuticals; manufacturing**
- Work alongside global marketing to transform and customize thought leadership, content, and brand assets. Collaborate on content syndication, digital ads, and partner programs.
- Create a blueprint for account-based marketing and sales programs to enable the entire company to develop, build, launch and measure their own ABM initiatives.
- Prioritize and develop ABM strategies and execution for target accounts (new and existing): account mapping, research / trigger identification, contact sourcing, content drafting, targeted event strategies, driving event registration, custom webinars, and more.
- Work with counterparts in business development, sales enablement, and customer success to craft outbound efforts and optimize quantity/quality targets, and ensure effective, timely follow up.
- Effectively measure, analyze, and report on the contribution of marketing-influenced demand activities to sales pipeline. Synthesize learnings and optimize / pivot based on regular collaboration between sales, ops, and marketing.
- Leverage Marketo, ToutApp, ZoomInfo, Sales Navigator, GoToWebinar, ion interactive and Salesforce.

CallidusCloud ▲ (Mar 2014 - Aug 2016)

Marketing Campaign Manager

- Work with global marketing team to shape campaign themes, global go-to-market plan / projects, and SaaS product launches – product, content, customer, digital, partners / alliances, and business development.
- Manage product, partner and thought-leadership webinars on multiple platforms both in-house and alongside research partners, vendors, and strategic alliances.
- Develop, execute, and optimize measurable demand creation programs (both paid and organic) that drive demand and marketing-sourced/influenced revenue through sales pipeline. Directly responsible program management that added 21% of total marketing sourced to pipeline over 7 quarters.
- Led initial go-to-market strategy blueprint: persona needs assessment and content gap analysis, including quantitative and qualitative data analysis; content audit; persona research; presentation of insights and action items.
- **Projects include:** own relationship with SEM agency; paid LinkedIn ads; work with content vendors; account-based nurture campaigns; email and drip campaign support / QA for EMEA field office; and two SaaS product launches.



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The Grossbauer Group ▲ (Aug 2012 - Feb 2014)

Digital Marketing Specialist

- **Manage hospital-focused audience marketing (RN, RD) for a major food processing company, including:** web presence analysis, digital and content marketing strategies (B2B and B2C), Pinterest & YouTube optimization, Google AdSense, and on-site SEO initiatives.
- Own client email strategies and execution, as well as blog post writing for clients and agency.
- Responsible for client metrics & reporting: SEO, web analytics, email marketing, integrated campaigns, and SEM.
- Execute data-driven information architecture, content, and user experience audits for client websites. Write and produce website user guides.
- Software included: WordPress, ModX, MailChimp, homegrown CRM, and Google Analytics (became certified for it).

University of Missouri, Department of Student Life ▲ (Jun 2009 - May 2012)

Teaching & Production Assistant, Event Management

Collaborated on content / buildout of [event production website](#), detailing how-tos of the entire event planning process. Also helped teach the weekly full credit course with another TA and the Assistant Director of Student Life at the University.

Director of Student Activities

- Responsible for ensuring fiscal responsibility and the creative, successful utilization of a \$450,000+ budget.
- Selected and built trust & rapport with a team of student leaders in charge of 8 committees.
- Oversaw department expansion and facilitated onboarding from 50 members to over 125 members, running [hundreds of events](#) across campus each year.

Senior Chair of College Music

- Conceptualized, researched, planned, booked, and executed 15+ concerts & events on campus with attendance ranging from 350 to 13,000 attendees.
- Worked extensively with talent agencies to negotiate offers and contracts.
- Planned and executed day-of-show logistics including artist hospitality, ticketing, managing, and event staff training.

NUE Agency ▲ (Jun 2011 - May 2012)

Intern

Created and managed national contact databases, conceptualized and executed convention booths, wrote artist pitches, created branded social media pages for artists, decks, and brand partner reports.

TEDxMU ▲ (Oct 2011 - May 2012)

Coordinator

Worked closely with the lead organizing team from ideation to execution - our theme was [Innovation through Collaboration](#). Acted as primary liaison between Student Life / the University and the organizing team, coordinated and advised on conversations with leaders and influencers on campus using relationships built through roles in Student Activities.

Education

University of Missouri, Bachelor of Arts

Strategic Communication, Missouri School of Journalism

2008-2012

