



KATHLEEN SPANGLER

MARKETING DIRECTOR

Proven marketing leader with 15+ years of success turning lean teams and limited resources into high-impact, revenue-driving campaigns across 100+ PC game and software launches. Known for blending strategic vision with creative execution – from brand to banner – and thriving in founder-led, fast-moving environments where agility and ownership are critical.

WORK EXPERIENCE

Marketing Director

Stardock | 06.2021 – Present

Lead a lean, multi-disciplinary marketing team in a fast-paced tech and gaming environment. Own strategy and execution across the full marketing lifecycle for a portfolio of 10+ active games and software products.

- Directed go-to-market strategy for the company's highest-grossing PC game release, achieving a 35% wishlist-to-purchase conversion on day one.
- Managed 10+ active games and software products, leading hundreds of updates, announcements, and launches using full-funnel marketing campaigns across email, social, PR, and in-product messaging.
- Maintained >15% average email CTR across a list of 10M+ contacts through segmented, behavior-based campaigns.
- Led A/B testing on digital assets, increasing banner CTR by 4x and improving conversion across key channels.
- Managed influencer and PR agency partnerships, resulting in millions of earned media impressions and consistent press coverage.
- Mentored and coached a high-performing marketing team across design, development, community, and copy, enabling agile execution with <5 staff.
- Designed performance dashboards and used analytics to continuously optimize campaign strategy.
- Contributed hands-on creative production, including design, copy, HTML/CSS editing, and brand strategy for owned and partner channels.
- Launched and managed an influencer program that generated over 230,000 Steam wishlists in just 3 months, significantly increasing launch visibility and momentum.
- Serve as the primary graphic designer for all marketing assets across web, email, social media, and retail.

LET'S CONNECT

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ACHIEVEMENTS

| Record-Breaking Launch

Led the marketing strategy for the company's most successful PC gaming release, achieving over 35% wishlist-to-purchase conversion on day one.

| Mass Release Execution

Spearheaded marketing for hundreds of PC game and software launches, balancing strategy with hands-on delivery and tracking.

| High-Impact Testing

Ran A/B tests that improved campaign CTRs significantly, including a 4x lift on banner performance.

| Influencer-Led Growth

Launched and managed an influencer program that generated over 230,000 Steam h in just 3 months, significantly increasing launch visibility and momentum.

EDUCATION

| BA, Graphic Design

Ferris State University
08.2004 – 05.2008

KEY SKILLSET

| Marketing & Strategy

- Brand Strategy
- GTM Planning
- Full-Funnel Campaigns
- Product Positioning & Messaging
- Customer & Market Research
- Competitive Analysis
- Lifecycle Marketing
- Influencer & Community Engagement
- Email Marketing
- A/B Testing
- Performance Optimization
- CRM Platforms

| Creative & Technical

- Adobe Creative Suite
- Web & UX Design
- Copywriting
- HTML/CSS
- SEO Basics

| Tools & Platforms

- Jira
- Confluence
- Microsoft 365 Suite
- Social Media Platforms
- AI Tools (ChatGPT)

WORK EXPERIENCE CONTINUED

Marketing Operations Manager

Stardock | 07.2015 – 07.2021

Led end-to-end execution of product marketing campaigns, managing strategy and creative direction for a diverse portfolio of games & software products.

- Led 60+ product campaigns across games and software, managing creative and execution from launch to post-launch.
- Developed and streamlined launch processes, reducing prep time and increasing campaign efficiency.
- Managed social media and community engagement, growing channels and user sentiment.

Visual Communications Manager

Stardock | 06.2014 – 07.2015

Oversaw the visual and branding strategy for all consumer-facing marketing, ensuring consistency and alignment across digital and print assets.

- Directed company-wide rebrand and created brand guidelines used across 10+ product lines.
- Led visual strategy for product launches, ensuring alignment across all marketing channels.
- Improved landing page designs, resulting in significant increases in user engagement.

Web Design Manager

Stardock | 07.2011 – 06.2014

Managed the strategy and execution of web design and development for Stardock's product portfolio, focusing on user experience and conversion optimization.

- Rebuilt product websites with modern UX/UI, reducing bounce rates and improving mobile engagement.
- Integrated dynamic pricing and bundling, boosting upsell conversions.
- Implemented SEO strategies that resulted in a notable increase in organic traffic.

Early Career Highlights

- Graphic Designer – Stardock (2010)
- Graphic Designer – Harrington Communications (2008 – 2010)