



# KATHLEEN SPANGLER

## Senior Creative Marketing Strategist and Systems Builder

### LET'S CONNECT

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### SELECTED ACHIEVEMENTS

#### | AI-Powered Operations

Built AI workflows using Claude and Jira automation that cut sprint planning from over an hour to 15 minutes and replaced hours of weekly manual reporting.

#### | Record-Breaking Launch

Directed GTM strategy for the company's biggest launch. \$15M in revenue in the first 5 months. 35% wishlist-to-purchase on day one.

#### | Brand and Creative Systems

Built brand systems for 10 plus product lines from logo and key art through every consumer-facing asset, while staying hands-on with design daily.

#### | Campaign Performance

Maintained industry-leading email CTR on a 10M plus database and drove a 4X lift in banner performance through structured testing.

### EDUCATION

#### | BA, Graphic Design

Ferris State University

15 plus years in PC gaming and SaaS marketing, doing the work alongside the team while owning the strategy behind it. I plan the beats, build the assets, write the copy, and make sure everything ships on time, all while running the AI-integrated systems that make it happen faster. I don't just delegate. I do the work.

### WORK EXPERIENCE

#### Marketing Director

##### Stardock | 06.2021 – Present

Lead a team of five while staying deep in the work myself. Own the full marketing lifecycle for 10 plus active games and software products, from building the plan to making sure every asset is out the door on release day.

- Directed GTM strategy for the company's biggest launch to date, generating \$15M in revenue in the first 5 months with a 35% wishlist-to-purchase conversion on day one.
- Own full-funnel campaign execution across email, social, PR, influencer, and in-product channels for 10 plus simultaneous products.
- Handle primary graphic design for social content, web templates, email campaigns, and brand assets, including initial builds the team maintains and updates across marketing beats.
- Approve and oversee budget allocation across influencer programs and campaign spend, working with channel leads to maximize return per release.
- Maintain industry-leading CTR across a 10M plus subscriber database through behavioral segmentation and lifecycle targeting.
- Built AI-integrated workflows using Claude and Jira automation that take a 50-task sprint from setup to fully linked, dependency-mapped, and due-date-assigned in 15 minutes instead of an hour.
- Use AI to turn product changelogs into complete campaign packages including news post, platform-specific social copy, image direction, and posting schedule, cutting campaign setup time in half.
- Built a live AI reporting system that pulls sprint data twice daily and generates leadership dashboards showing active beats, task loads, dependencies, and risk flags, replacing hours of manual reporting each week.
- Drive a 4X lift in banner performance through structured A/B and multivariate testing.
- Launched an influencer program that generated 230K plus wishlists

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## CORE COMPETENCIES

### | AI and Systems

- AI Workflow Design
- Jira Automation
- Sprint and Release Planning
- Marketing Operations

### | Creative and Brand

- Graphic Design
- Brand System Development
- Creative Direction
- Web and Email Design

### | Strategy and Execution

- GTM Planning
- Full-Funnel Campaigns
- Product Positioning
- Content and Social Strategy

### | Performance

- A/B and Multivariate Testing
- Email Segmentation & CRM
- Conversion Optimization
- Influencer Programs

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## WORK EXPERIENCE CONTINUED

in 90 days and became a primary revenue driver at launch.

- Led and developed a marketing team across design, content, community, and video for 13 plus years.
- Oversee all messaging to ensure approved positioning carries consistently across every platform and asset.

### **Marketing Operations Manager**

**Stardock | 07.2015 – 07.2021**

Ran end-to-end product marketing operations and launch execution for 60+ product campaigns.

- Standardized launch processes and templates that reduced execution friction and increased campaign throughput across the full product portfolio.
- Managed integrated content calendars, cross-channel strategies, and creative production pipelines aligned to product and business goals.
- Grew community and social channels while stewarding brand reputation during high-visibility launch windows.

### **Visual Communications Manager**

**Stardock | 06.2014 – 07.2015**

Owned visual strategy and brand consistency across consumer-facing marketing.

- Directed company-wide rebrand and produced brand guidelines adopted across 10 plus product lines.
- Improved landing page UX and creative alignment, increasing engagement and conversion across product pages.

### **Web Design Manager**

**Stardock | 07.2011 – 06.2014**

Led web design and UX efforts to increase product discoverability and conversion.

- Rebuilt product websites with modern UX/UI, reducing bounce rate and improving mobile performance.
- Implemented SEO and product bundling strategies that increased organic traffic and boosted upsell conversion.

### **Early Career Highlights**

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