



# KATHLEEN SPANGLER

## SENIOR MARKETING MANAGER

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16 years owning integrated marketing strategy and execution across brand, creative, campaigns, email, social, PR, influencer, and in-product channels, with a track record of building the AI-powered systems and workflows that make everything run faster. I'm as comfortable in a planning document as I am in Photoshop or Jira.

### CAREER HIGHLIGHTS

#### AI-Powered Operations

Built AI workflows cutting sprint planning from 1+ hour to 15 min and replacing hours of weekly manual reporting.

#### Record-Breaking Launch

GTM lead on company's highest-grossing launch to date, with the strongest single-day wishlist-to-purchase conversion in company history.

#### Brand & Creative Systems

Built brand systems for 10+ product lines, from logo and key art through every consumer-facing asset.

#### Campaign Performance

Drove a 400% email CTR increase and 154% lift in banner CTR through structured A/B and multivariate testing, with a 35% average transactional open rate.

### WORK EXPERIENCE

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#### Marketing Director | 06.2021 – Present

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

- Directed GTM strategy for the company's highest-grossing launch to date, delivering record revenue in its first five months and the strongest wishlist-to-purchase conversion rate on day one in company history.
- Launched an influencer program that generated the largest wishlist volume in company history within 90 days and became a primary revenue driver at launch.
- Rebuilt email layouts from generic templates to on-brand creative, driving a 400% increase in CTR and a 35% average transactional open rate, with continued gains through AI-assisted optimization.
- Achieved a 154% lift in digital banner CTR through structured A/B and multivariate testing, with gains consistent across multiple products.
- 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.
- 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.
- Handle primary graphic design for social content, web templates, email campaigns, and brand assets across all active products.

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### Marketing Operations Manager | 07.2015 – 07.2021

Owned end-to-end marketing operations and launch execution across a portfolio of 60+ consumer and software products, managing cross-channel campaigns from strategy through delivery.

- Led full-asset launch of a new product within days of a major platform announcement, coordinating website, social, PR, and press outreach to position the company as the first credible solution, earning widespread press coverage and becoming one of the highest-grossing software releases in company history.
- Built standardized launch processes, templates, and automations across 60+ product campaigns, reducing execution friction and making the team repeatable and scalable at speed.
- Managed integrated content calendars, cross-channel strategies, and creative production pipelines across consumer and software product lines.

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### Visual Communications Manager | 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+ product lines.
- Improved landing page UX and creative alignment, increasing engagement and conversion across product pages.

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### Web Design Manager | 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.

## CORE COMPETENCIES

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### AI and Systems

- AI Workflow Design
- Jira Automation
- Campaign and Sprint 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

## TOOLS

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Adobe Creative Suite, Figma, Canva, Jira, Claude, Claude Code, Microsoft 365, Google Workspace, MidJourney

## EDUCATION

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**BA, Graphic Design** | Ferris State University