



KATHLEEN SPANGLER

CREATIVE MARKETING LEADER

LET'S CONNECT

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SELECTED ACHIEVEMENTS

| Record-Breaking Launch

Directed GTM strategy for company's most successful launch, generating \$15M in revenue within the first 5 months.

| Industry-Lead Engagement

Maintained industry-leading email engagement on a 10M+ database using behavior-based segmentation and lifecycle campaigns.

| High-Impact Testing

Improved display/banner performance by 4X through structured A/B testing and creative iteration.

| Influencer-Led Growth

Launched an influencer program that generated 230k+ wishlists in 90 days, dramatically increasing launch visibility and early revenue signals.

EDUCATION

| BA, Graphic Design

Ferris State University 2008

Product & Growth Marketing Leader with 15+ years launching and scaling consumer software and gaming products. Drove \$15M+ in launch revenue and led hundreds of GTM campaigns across email (10M+ database), social, PR, influencer, and in-product channels. Skilled at scaling lean teams into high-performing organizations through data-driven strategy and cross-functional collaboration.

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 GTM strategy for the company's most successful launch, generating \$15M in revenue in the first 5 months and achieving a 35% wishlist-to-purchase conversion on day one.
- Own full-funnel campaigns for 10+ active software and gaming products, leveraging email, social, PR, and in-product messaging to drive sustained engagement and revenue growth.
- Maintain industry-leading CTR across a 10M+ database through advanced segmentation and behavioral targeting, directly supporting customer retention and repeat purchase.
- Drive a 4X lift in banner engagement and improve downstream conversions by implementing a structured A/B and multivariate testing program.
- Build and manage influencer and PR agency partnerships that generate millions of earned impressions and establish consistent press visibility for launches.
- Scale the marketing team, overseeing hiring, performance reviews, and coaching across design, community, content, and analytics.
- Develop performance dashboards and analytics to optimize campaigns in real time and inform executive investment decisions.
- Contribute hands-on creative execution (design, copy, HTML/CSS) while steering brand strategy for owned and partner channels.
- Launched influencer program that generates 230K+ wishlists in 90 days, becoming a top traffic driver and fueling record-breaking launch revenue.
- Oversee creative production across web, email, social, and retail assets to ensure brand consistency and conversion optimization.

CORE COMPETENCIES

| Strategic Leadership

- GTM Planning
- Product Positioning
- Cross-functional Leadership
- Roadmap Alignment

| Revenue & Growth

- Demand Gen
- Pipeline Contribution
- Conversion Optimization
- A/B Testing
- CRM & Segmentation

| Product & Creative

- Messaging & Positioning
- Influencer Programs
- Creative Direction
- UX & Landing Page Optimization

○ WORK EXPERIENCE CONTINUED

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 throughput across the product portfolio.
- Managed integrated content calendars, channel strategies, and creative production to align launches with product and business goals.
- Grew community and social channels while stewarding brand reputation and sentiment during launch windows.

Visual Communications Manager

Stardock | 06.2014 – 07.2015

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

- Directed company rebrand and produced brand guidelines used across 10+ product lines.
- Improved landing page UX and creative alignment, increasing engagement and conversion for 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 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)