

# Kale Sligh, MBA

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## AVP of Marketing & User Experience

*Driving Strategic Growth, World-Class Experience Creation & Bottom Line Impact*

Accomplished Sr. Marketing Executive with broad expertise in marketing strategy, digital transformation, user experience design, product development and project management. A confident and forward-thinking leader with a “customer-first” mentality; adept at managing large, multi-department, multi-vendor strategic projects. Drives innovative change while consistently delivering results that exceed expectations.

### Key Skills & Expertise

Executive Marketing Strategy | Multi-Million Dollar Budget Management | Online Marketing & Advertising | Social Media Marketing | Project Management | Building & Leading Teams | Staff Training & Development | Competitive Analysis | E-commerce | Product Development | Client Acquisition & Retention Customer Relationship Management | Marketing Research | Strategic Business Planning | Digital Strategy

### Professional Experience

**THE GENERAL** - Nashville, TN

Feb 2016 - Present

**AVP, Marketing & User Experience** (Feb 2019 – Present)

**AVP, Digital Experiences & Marketing** (Aug 2016 – Feb 2019)

**Director, Digital Experiences & Marketing** (Feb 2016 – Aug 2016)

Promoted to AVP of Marketing and User Experience. Oversee and manage a team of 16 having built the team from scratch over the last four years; leads all hiring, training, and ongoing staff development. Direct all experience priorities that include brand strategy, digital marketing, e-commerce, social media, company UX/design, website/mobile app experience, operational user interfaces, and application platforms. In charge of the strategic development, design, execution, and management of the company's entire digital portfolio.

- Successfully decreased annual net advertising expenses by 10% while improving direct sales premium by 33% through the implementation of thegeneral.com UX optimizations, implementation of digital marketing programs and improvements to the 3<sup>rd</sup> party lead programs.
- Created the company's first digital marketing, user experience, design, and digital product management teams while implementing process improvement programs with the business and IT. The improvement processes improved the company's digital initiative output by over 200% and drove down time to market over 40% in less than 12 months.
- Led the team that drove the business strategy and implementation of 1500+ digital and marketing initiatives in a four-year period; projects included digital platforms (marketing, texting, Chat, call back, and push notifications), claims digitization, an app redesign, a customer portal redesign, social media management, a CMS, a front end technology platform, Google 360 Suite, A/B product and monetization programs, and UX/design programs.
- Drove user experience improvements to the company's primary mobile apps and direct websites that led to increased key activity usage metrics as high as 50%, improved mobile app customer ratings (1.5 to 4.7 rating on the Apple App and 3.9 to 4.9 on the Android app store) and improved customer satisfaction ratings (POS improved by 42% and service experience improved by 30%).
- Grew the brand's social media presence by over 680% while consistently having engagement ratios equivalent to much larger brands in the insurance industry.
- Implemented a chat bot foundational platform and launched a chat deflection feature that reduced human chat engagements by 15-20%; grew chat usage by over 70%.
- Improved organic search traffic from 34% to 50% through a combination of search engine optimization and paid search poacher combative tactics.
- Implemented a cross-departmental voice of the customer program to consume customer feedback from cross channel surveys, social media and app stores feedback.

**OPTUS, Inc.** - Jonesboro, AR

July 2014 – Feb 2016

**Vice President of Marketing** (Oct 2015 – Feb 2016)

**Director of Marketing** (July 2014 – Oct 2015)

A vital member of the executive leadership team focused on the development and implementation of all tactical marketing plans and product go-to-market strategies in collaboration with the sales team. In charge of a multi-million dollar operating and capital project annual budget.

- Implemented a strategic multi-platform sales and marketing automation engine in less than 12 months that leveraged platforms such as Drupal, Salesforce, Data.com, Tinderbox, and Pardot.
- Created and executed the company's first marketing, user experience, design, branding, and product management practices company-wide.
- Increased web traffic by 15X YOY due to the successful redesign of the e-commerce platforms.
- Helped drive 5X more sales leads YOY by re-aligning and developing key 3<sup>rd</sup> party partnerships.
- Led the redesign and rebranding of the companies' services product portfolio.
- Recognized for keeping expenses 20% below target budgets by negotiating support funds from strategic partnerships.

**C SPIRE** - Ridgeland, MS

July 2007 – July 2014

**Director of Brand Experiences & Products** (Feb 2013 – July 2014)

**Sr. Manager of Digital Marketing** (April 2012 – Feb 2013)

**Marketing Manager | Web & Technology** (Feb 2009 – April 2012)

**Marketing Specialist | Web & Technology** (Nov 2008 - Feb 2009)

**Project Development Specialist** (July 2008 – Nov 2008)

**Product Development Specialist** (July 2007 – June 2008)

Promoted rapidly to Director of Brand Experiences and Products. Championed the planning, creation, and management of innovative, cutting-edge consumer products and experiences. In charge of the success of all consumer products and experiences within the wireless, residential fiber, mobile, web applications, and rewards programs. Oversaw and managed a team of ten direct reports; led all hiring, training, and development of the team. Accountable for a multi-million dollar operating and capital project budget.

- Spearheaded the successful launch of a nine-city *Fiber to the Home Initiative* throughout Mississippi.
- Conceptualized, designed, and implemented the company's entire social media strategy from scratch.
- Designed and rolled out an award-winning PERCS rewards program; the platform drove both company innovation and industry emulation as several competitors launching similar programs.
- Selected as the strategic lead in the effort to rebrand Cellular South to become C Spire; this included a redesigned website, personalized content delivery platforms, and a social integration app.
- Developed and launched the *Learn More Program*, a state-of-the-art mobile/web experience focused on engaging consumers, understanding consumer needs, and educating consumers on the benefits of personalized wireless services and how it can improve the overall call experience.
- Successfully redesigned and launched the company's wireless plans multiple times.

**CENTRAL STATES MANUFACTURING, Inc.** – Pearl, MS

June 2005 – June 2007

**Manager of Retail Services**

Brought on board to oversee and manage all marketing, operational, and financial goals of the Pearl, MS retail location. Accountable for promoting and leading sales to end users, distributors, contractors, and manufacturing clients. Helped with hiring, training, and development of staff.

## **Education**

Mississippi College - Clinton, MS

**Master of Business Administration (MBA), *Cum Laude***

The University of Mississippi - Oxford, MS

**Bachelor of Business Administration (BBA), Operations Management | MIS**