





# karlie w. MARLOWE

## CONTACT

 @karliemarlowe

 karlie.justus@gmail.com

 [karliemarlowe.com](http://karliemarlowe.com)

 Hendersonville, NC

## EDUCATION

### North Carolina State University

**B.A. Communication, Public Relations concentration**

Minors in Business Management and Journalism

*Summa Cum Laude*

## SKILLS

Strategic Marketing, including Email Marketing, Content Strategy, Social Media, and Public Relations

Brand Development

Team Leadership

Project, Partnership, and Budget Management

## PLATFORMS

Mailchimp and Flodesk email management software

WordPress

Google Suite, Google AdWords, and Google Analytics

Meta Advertising

Microsoft Office

CRM tools including Basecamp, Insightly, and Podio

Zoom, Teams and Google Meet video conferencing management

## EXPERIENCE

### Owner and Lead Strategist | 2023-Present

#### KWM Strategy Hendersonville, NC

- Founded bespoke communications consulting business, leveraging nearly 20 years of strategic experience across nonprofit leadership, corporate sponsorship management, social media, email marketing, social media, public relations, advertising, and copywriting. Recent client roster includes:
  - North Carolina State Fair: Manage corporate sponsor partnerships for the state's largest annual event, including new partner recruitment, current sponsor relationship management, and partnership plan execution and proof of performance reporting.
  - UNC Chapel Hill School of Social Work: Launched first online Master of Social Work program for the #2 public school of social work in the country, focusing on content strategy including competitive landscape analysis, owned channels audit, audience personas development, website launch, and social media editorial calendar.
  - Ella West Gallery: Support art gallery sales and mission through national and local media relations campaign, with additional Mailchimp email marketing support. National placements secured across *The New York Times*, *Forbes*, *Harper's Bazaar* and *Garden & Gun*, as well as localized coverage in an *Indyweek* cover story, CBS17, WRAL, WUNC, *Durham Magazine* cover story, and *WALTER Magazine*.

### Director of Marketing and Communication | 2016-2022

#### North Carolina Museum of Art Raleigh, NC

- Managed 13-person department that includes marketing, public relations, website, email marketing, graphic design, editing, photography and video; collaborated closely with development and stewardship, special events, programming, and finance teams; and served on senior leadership board.
- Oversaw Museum-wide brand standards and deployment, including launch of award-winning Art + Nature + People brand campaign.
- Created and executed award-winning integrated marketing plans, resulting in record-breaking exhibition and Art in Bloom fundraising event attendance. Secured media sponsorships and manage media agency to meet advertising goals within the plans.
- Ran award-winning social media campaigns across Facebook, Twitter and Instagram that have resulted in 80,000+ new followers. Launched YouTube channel with 67,000 views in first year.
- Set targeted email marketing editorial calendar for 160,000- subscriber list, optimize content for industry-high 26% average open rate and 2.5% click through rate. Grew email list by 87%.
- Oversaw donor marketing campaigns that resulted in 259% increase in on-campus donations, 27% increase in online donations, broke Porsche raffle sales records and exceeded holiday sales goal for Gift of Membership box sets.
- Analyzed marketing, advertising, website and earned media growth, engagement and e-commerce revenue to optimize ongoing campaigns and report at quarterly board meetings.
- Developed and managed \$300,000 department budget including advertising, media relations, digital platforms and more.
- Secured earned media coverage in *The New York Times*, *Washington Post*, *Wall Street Journal*, *Garden & Gun*, *Southern Living*, and more.

### Digital Marketing Manager | 2015-2016

#### North Carolina Museum of Art Raleigh, NC

- Managed public and membership email marketing campaigns and budgets, social media strategy, SMS marketing, and exhibition advertising plans.
- Initiated revenue and conversion tracking in Google Analytics to optimize marketing channel evaluation and managed free Google Grants AdWords program for free mobile and search-based ads.
- Developed innovative and award-winning exhibition marketing campaigns targeted to millennials, doubling exhibition attendance of that targeted demographic.
- Deployed visitor surveys for exhibition and summer concerts to evaluate marketing tactics, determine areas for visitor experience improvement and better profile visitor demographics.

AWARDS

2014 Grammy nomination for Best Blues Album, Common Ground

2016 Best in Division Sir Walter Raleigh Excellence in Communication Award, Escher Murals

2016 Sir Walter Raleigh Community Appearance Innovation Award, Escher Murals

2017 Silver American Advertising Federation Award in Guerrilla Marketing, #NCMAcars

2017 Silver and Gold American Advertising Federation Awards in Social Media Campaigns, #NCMAcars and #NCMAabcs

2017 Triangle Crew Most Creative Local Marketing Campaign Award, NCMA Park Opening

2018 Platinum Sir Walter Raleigh Excellence in Communication Award, Art in Bloom

2018 Silver American Advertising Federation Award, NCMA Brand Video

2019 Triangle Business Journal Women in Business Nominee, Nonprofit Leadership

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BOARDS AND COMMITTEES

NC State Libraries Board, 2024-Present

Blue Ridge Corridor Alliance Board, Tourism Committee Chair, 2019-2023

North Carolina State University Master Plan, Steering Committee, 2022-2023

EXPERIENCE CONT.

Director of Marketing | 2014-2015

Digital Marketing Manager | 2012-2014

Social Media Project Manager | 2011-2012

Yep Roc Music Group / Redeye Distribution Hillsborough, NC

- Set and managed strategy for five-person marketing team at renowned independent record label group and its parent music distribution company, including video editing, art direction, social media, email marketing and advertising.
- Served on executive leadership board and worked closely with company CEO, COO and General Manager to set long-term company strategy and goals.
- Led branding and communication for in-house label group’s website redesign, email marketing growth and engagement, content creation and social media development to reach album, single, touring, and streaming sales goals.
- Published regular evaluations of marketing plan successes, including campaign reports, case studies, white papers, sales and digital analytics metrics.
- Project-managed record releases from Tift Merritt and Aoife O’Donovan, coordinating radio, press, retail, manufacturing and touring to exceed sales goals.

Associate Account Executive | 2010-2011

Howard, Merrell and Partners Raleigh, NC

- Returned to the full-service integrated agency after collegiate part-time work and internship to develop its first social media marketing team within its public relations department.
- Developed daily, weekly and monthly client social media content and served as main community manager for four clients’ Facebook, Twitter and YouTube channels.
- Prepared daily, monthly and annual analytics reports using Google Analytics, Radian6, Tweetdeck, Hootsuite and Alterian social media monitoring services.
- Managed agency Twitter and blog.

Public Information Officer | 2007-2010

North Carolina Department of Agriculture Raleigh, NC

- Offered full-time job after collegiate part-time work to execute media and blogger relations, social media and public affairs tactics to promote the state’s top industry and largest event, the N.C. State Fair.
- Developed organization’s first social media platforms and campaigns, including editorial planning and development for the Deep Fried Blog, social media coordination of Twitter, Facebook, Flickr and YouTube channels, and internal social networking education, resulting in the doubling of 2009 N.C. State Fair advance ticket sales over previous year.
- Promoted and planned press conferences, Tweetups, induction ceremonies and media lunch events, and wrote and distributed press releases to secure earned media coverage of the Fair and agriculture industry across television, print and digital media outlets.
- Wrote speeches and planned media schedule for the department’s Agriculture Commissioner.