

KARLIE MARLOWE

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SUMMARY

Strategic communications leader with 18 years of experience developing integrated marketing and communications plans and managing partnerships that connect audiences to community-focused organizations and inspire action. Experienced in leading cross-functional teams, cultivating media relationships, developing compelling storytelling, and using data-informed insights to strengthen campaign performance.

KEY SKILLS

- Integrated Marketing and Communications Planning
- Strategic Partnerships
- Community Engagement
- Reporting and Metrics
- Public Relations
- Corporate Sponsor and Donor Communications
- Reputation Management
- Crisis Communications
- Public Speaking
- Meeting Management
- Vendor Management
- Team Leadership
- Budget Management
- Internal Communications
- Project Management
- Brand Voice and Messaging

WORK EXPERIENCE

Owner, KWM Strategy consulting firm
Hendersonville, NC

2023 - Present

Bespoke communications consulting business providing strategic, cross-functional guidance across marketing and communications strategy, public relations, partnership management, and awareness campaigns. Recent client roster includes:

- NC Mountain State Fair and the NC State Fair: Lead corporate sponsorship fundraising and partnership communications for \$1.2 million sponsorship portfolio, managing partner recruitment, relationship development, and integrated activation across multiple stakeholders.
- University of North Carolina at Chapel Hill School of Social Work: Collaborate with key internal stakeholders to launch national marketing communications campaign for the #2 public school of social work's first online Master of Social Work program, focusing on lead-capture systems, content strategy, competitive landscape analysis, owned channels audit, audience segmentation, website launch, audience data flows, paid media, and editorial calendar.
- Ella West Gallery: Execute national media relations, securing coverage in major publications including *The New York Times*, *Harper's Bazaar*, *Garden & Gun*, and *Forbes*.
- Gregg Museum of Art & Design at NC State University: Work with executive leadership to create integrated marketing and public relations plans for exhibition season, including marketing partner toolkits, alignment documents, and creative briefs.

Director of Marketing and Communications, North Carolina Museum of Art
Raleigh, NC

2016-2022

North Carolina's state art museum, featuring a 164-acre Museum Park, diverse public programs, robust membership program, and nonprofit foundation.

- Managed a 13-person marketing and communications department that includes marketing, media relations, website, email marketing, graphic design, editing, photography and video production.
- Served on executive leadership team and collaborated cross-functionally to support goals of development and stewardship, special events, programming, and finance teams.
- Created and executed award-winning integrated marketing and communications plans, resulting in record-breaking exhibition attendance and fundraising campaigns.

- Secured earned media coverage in *The New York Times*, *Washington Post*, *Wall Street Journal*, *Garden & Gun*, *Southern Living*, and more.
- Acted as in-house marketing and communications agency for promotional and design projects, managing three graphic designers, two editors, two photographers, and one videographer to produce collateral across print, digital, web, and advertising materials.
- Project managed departmental communications editorial calendar across email newsletters, member magazine, Museum blog, media relations outreach, website content, revenue drivers, and social media content, as well as brand content library of images, video, and graphic files.
- Worked with development team to share member and donor impact stories, campaign messaging, annual reports, and fundraising materials, supporting new member acquisition and stewardship.
- Optimized usage of project management and creative proofing software to maximize team efficiency, campaign effectiveness, and deadline management.
- Ran award-winning social media campaigns across Facebook, Twitter, and Instagram that added 80,000+ new followers and launched YouTube channel with 67,000 views in first year.
- Analyzed post-campaign debriefs for marketing, advertising, website and earned media growth, and ecommerce revenue KPI's to optimize ongoing campaigns and report at quarterly board meetings.
- Developed and managed \$300,000 department budget, ensuring effective allocation across advertising, media relations, and digital platforms.

**Digital Marketing Manager, North Carolina Museum of Art
Raleigh, NC**

2015-2016

- Managed email marketing campaigns and budgets, social media strategy, SMS marketing, and exhibition advertising plans to enhance audience engagement.
- Initiated revenue and conversion tracking in Google Analytics to optimize marketing channel evaluation and oversaw 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 target demographic.
- Deployed visitor surveys for exhibitions and summer concerts to evaluate marketing effectiveness and identify areas for visitor experience improvement.
- Established new processes and workflows within project management system to maximize collaboration and efficiency.

Director of Marketing, Yep Roc Music Group and Redeye Distribution

2014-2015

Digital Marketing Manager

2012-2015

Social Media Project Manager

2011-2012

Hillsborough, NC

Renowned independent record label group and its parent music distribution company.

- Developed and executed strategy for five-person marketing team at renowned independent record label group and its parent music distribution company, encompassing 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.
- Directed branding and communication for in-house label group's website redesign, driving email marketing growth, enhancing engagement, and creating content to support album, single, touring, and streaming sales objectives.
- Published regular evaluations of marketing plan successes, including campaign reports, case studies, white papers, sales, and digital analytics metrics.
- Supervised project timelines, budgets, freelancers, agencies, and production schedules.
- Managed record releases for Tift Merritt and Aoife O'Donovan, coordinating efforts across radio, press, retail, manufacturing, and touring to surpass sales goals.

Full-service integrated agency specializing in business to business corporate public relations and marketing.

- Returned to full-service integrated agency to establish and lead its first corporate social media marketing team within 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.
- Managed social media presence on Twitter and agency blog, engaging with audiences and promoting client initiatives.
- Prepared daily, monthly and annual analytics reports using Google Analytics, Radian6, Tweetdeck, Hootsuite and Alterian social media monitoring services.

**Public Information Officer, N.C. Department of Agriculture & Consumer Services
Raleigh, NC**

2007-2010

The state department responsible for promoting agriculture, North Carolina's top industry, and the NC State Fair, the state's largest event.

- Secured full-time position after part-time role to execute media and blogger relations, social media, and public affairs tactics promoting NC State Fair, the state's top industry event.
- 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 NC State Fair advance ticket sales over previous year.
- Coordinated press conferences, Tweetups, induction ceremonies, and media lunch events; wrote and distributed press releases to achieve earned media coverage for Fair and agriculture industry across television, print, and digital outlets.
- Crafted speeches and managed media schedule for Agriculture Commissioner.

KEY PLATFORMS

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| • Mailchimp and Flodesk | • Google Analytics | • CRM tools including Monday, |
| • WordPress | • Meta Advertising | Basecamp, Insightly, and Podio |
| • Google Suite | • Microsoft Office | • Canva |
| • Google AdWords | • Zoom, Teams, and Google Meet | |

EDUCATION

B.A. in Communication, Public Relations Concentration

2004-2008

North Carolina State University Raleigh, NC

- Minors in Journalism and Business Management
- Graduated Summa Cum Laude