

KATE SHEPPARD

SENIOR DIRECTOR OF MARKETING

PROFESSIONAL SKILLS

Marketing Strategy
Content Marketing
Influencer Strategy
Product Campaigns
Social Media
Brand Development
Visual Production
Google Analytics Certified
Budget Management

PERSONAL SKILLS

Results Driven
Strong Communicator
Critical Thinker
Creative
Collaborative
Detail Orientated

LOVES

- Golf
- Soccer
- Really Good Coffee
- Camping
- Hiking
- Dogs

EDUCATION

B.A. HONS MARKETING
First Class Degree
University of Stirling

SOCIAL

[linkedin.com/in/kate-sheppard](https://www.linkedin.com/in/kate-sheppard)
[instagram.com/katesintheusa](https://www.instagram.com/katesintheusa)
kate-sheppard.com

CONTACT

480-267-2047
katesheppard8@gmail.com

PROFILE

15 years of experience in content marketing, brand management, advertising, digital marketing, social media, influencer activations and sports marketing. Proven ability to partner, communicate and collaborate across multiple disciplines and organizational groups.

EXPERIENCE

SENIOR DIRECTOR OF CONTENT, TOUR PRO & INFLUENCER MARKETING

Parsons Xtreme Golf | June 2018 - Present

- Spearheading PXG's global content marketing strategy to power end-to-end marketing channels.
- Increased content-based web traffic +42% through targeted brand storytelling and product campaigns that leverage customer and industry data.
- Developed annual content marketing budgets, flexing spend throughout the year to target meaningful content opportunities while tracking real time return on investment.
- Lead a 14-person team overseeing Influencers, Content and Production
 - drive the PXG Influencer and Ambassador strategy, generating media value of +\$4M and over 20M impressions annually.
 - Spearhead PGA and LPGA TOUR player and paid celebrity ambassador activations and brand engagement.
 - Lead creative/visual productions that feed web, social, TV, print and radio.
- Previously led a 10-member cross functional team (product, engineering, sales and creative) to launch PXG's redesigned e-commerce apparel experience.
- Improved PXG apparel web revenues +128% YOY (women's apparel +178%) by establishing the first brand positioning guide and leveraging partnership marketing opportunities to target new audiences.

RECENT AWARDS

PXG EMPLOYEE OF THE QUARTER

2021 - Q1 and Q3
Peer voted award

KATE SHEPPARD

DIRECTOR OF MARKETING

EXPERIENCE

SENIOR MARKETING MANAGER

BlueStar Resort & Golf | March 2015 - June 2018

Sales and marketing strategist focused on improving brand awareness, localized business revenues and activating media partner opportunities.

- Overhauled the sales and marketing strategy for localized golf and restaurant businesses improving reservation numbers and revenue projections by +8% across all projects.
- Launched three new golf course projects totaling 63 holes of golf in North America, generating \$1M in media value and doubling opening revenue estimates.
- Powered a redesigned customer experience for BlueStar's 50 independent business websites, increasing web traffic +15% .
- Identified the need for an improved digital app experience. Owned the project, leading a digital agency from ideation through build to execution. The customer app increased new users by +12%, and doubled event reservations within the opening month.

MARKETING MANAGER

Scottish Golf | September 2010 - February 2015

Led Scotland's National Junior Golf Program "ClubGolf" rebranding efforts, social media strategy and customer engagement.

- Overhauled the "ClubGolf" brand, building customer demand which increased national participation in the program from 60,000 to 350,000 junior golfers.
- Transformed ClubGolf's email communication cadence, content and design, introducing industry best practices to significantly improve open rates and click through rates.
- Developed and executed partner marketing opportunities and played a key role in the Ryder Cup 2014 event planning and execution.
- Led European Tour and Ladies European Tour Player engagements, partner marketing and content development.

MARKETING MANAGER

Wood Mackenzie | September 2008 - September 2010

Promoted after 1 year to Marketing Manager. Owned customer life cycle, acquisition, conversion, retention, and loyalty.

- Led global customer communications and international event activations.
- Product marketing specialist for integrated marketing campaigns.

Addressed customer data inconsistencies, becoming the go-to person for problem solving and streamlining processes within the CRM.