

Julie Kistler

📍 Texas, United States ✉ jpkistler1@gmail.com ☎ 949.887.6636 📠 juliekistler 🌐 <https://ai-strategylabs.com/portfolio>

SUMMARY

Marketing Strategy Leader operating at the intersection of AI, data science, and growth marketing to drive clarity, connection, and measurable revenue impact. Experienced in applying machine learning, predictive analytics, and experimentation frameworks to optimize customer engagement, personalization, and campaign performance. Adept at translating complex data into actionable intelligence for executive decision-making and leading cross-functional teams to deliver scalable, ethical, AI-enabled marketing solutions.

CORE AI MARKETING CAPABILITIES

AI Marketing Leadership | Predictive Analytics | Personalization | Experimentation | Attribution | MarTech Strategy & Governance Executive | Decision Support | Ethical AI

EXPERIENCE

Marketing, AI Strategist & Founder

AI Strategy Labs, Frisco, Tx. (Jan 2025 – Present)

Founded AI Strategy Labs to help organizations design and scale data-driven growth strategies across acquisition, conversion, retention, and revenue optimization. Partner with executive teams to implement analytics frameworks, experimentation programs, and performance measurement systems that improve ROI and accelerate growth.

Advise business stakeholders on MarTech strategy, integration, and governance across enterprise systems to support scalable, data-informed marketing and revenue operations.

Lead evaluation, selection, and implementation of marketing platforms, growth analytics, attribution models, customer segmentation, and executive dashboards.

Key Impact

- Built growth analytics and experimentation frameworks to optimize acquisition, conversion, and retention
- Designed KPI dashboards and revenue models supporting executive decision-making
- Enabled cross-functional alignment across marketing, sales, and product teams using shared metrics
- Improved marketing performance through data-driven targeting and optimization strategies

Campus Communications Director, Marketing Educator & AI Strategy Lead

Anna ISD, Anna, TX. (July 2021 – Present)

Serve as a marketing, analytics, and communications leader designing data-driven digital marketing programs and overseeing campus-wide communication strategy. Integrate AI concepts, experimentation frameworks, and analytics into project-based learning while managing external communication channels using performance metrics.

Key Impact

- Lead campus-wide communication strategy across parents, students, staff, and community stakeholders, increasing engagement and communication reach by **68%**.

- Evaluate, select, and guide implementation of marketing and communication technologies (MarTech), ensuring alignment with institutional goals, scalability, and governance standards.
- Own and oversee all communication channels, including website, social media platforms, and internal communications, ensuring consistent messaging, brand alignment, and timely delivery.
- Serve as lead trainer and advisor for MarTech tools and digital communication platforms, enabling adoption, effective use, and best practices across teams.
- Led analytics-driven programs impacting 500+ learners
- Recognized for leadership, innovation, and cross-functional collaboration

ADDITIONAL LEADERSHIP EXPERIENCE

CMO / VP MARKETING & REVENUE LEADERSHIP

- **Broker/CMO: KistlerGroup** - Data-driven marketing, predictive analytics, pricing optimization
- **VP Sales & Marketing: Zartech** - Data Governance and Compliance
- **Owner/VP of Marketing: UrbanEmbers/Six Sigma Marketing** - Data-driven marketing agency focused on performance optimization, customer insights, and scalable growth
- **Lead Generation Program Manager: Protocol** - Lead Generation Marketing Agency, 63 direct reports and 6.9 M Budget
- **Business Development Manager: Configuresoft (Now Part of VMware, Inc)** - Compliance, Led MarTech strategy, integration, and governance across enterprise systems. Oversaw selection and implementation of marketing platforms, 8 BDR direct reports

GTM, SALES & GROWTH STRATEGY

- **Strategic Account Manager: Parks Associates** - IoT Market Research
- **DFW Marketing & GTM Manager: Vacasa** - GTM Short Term Rental Management, Dynamic Pricing Management, and OTA Optimization
- **Director of Asset Marketing, Sales and Quality Assurance Manager: Big Bear Vacations** - Short Term Rental Management - 40 Direct Reports \$5M - \$7M P&L responsibility
- **Business Development and Sales Executive: Corelogic** - Southeast Territory Management
- **Business Development Manager _ Federal Markets: Paragon Software** - IT Compliance and Configuration Management
- **Account Executive: Talend** - ETL Data Integration, Southeast and Northeast Territory Management

MILITARY AND VOLUNTEER SERVICE

- **Quartermaster: United States Navy**
- **Inaugural President Orange County Chapter: VAREP**

SKILLS

AI Marketing, Data Science, and Growth Strategy

AI Marketing Strategy & Leadership: AI-Driven Marketing Strategy & Transformation, Marketing AI Roadmapping & Operating Models, Growth Strategy, Revenue Acceleration & ROI Optimization, Executive Decision Support & Data-Informed Leadership, Cross-Functional Leadership (Marketing, Data, Product, Sales), Ethical AI, Responsible Data Use & Governance

Predictive Analytics & Machine Learning: Predictive Customer Modeling & Propensity Scoring, Supervised & Unsupervised Machine Learning, Forecasting Models & Scenario Analysis, Statistical Modeling & Feature Engineering, Model Evaluation, Optimization & Business Validation

Personalization, Experimentation & Attribution: AI-Powered Personalization & Dynamic Segmentation, Experimentation Frameworks (A/B & Multivariate Testing), Marketing Attribution & Incrementality Measurement, Journey Analytics & Conversion Optimization, Performance Measurement & KPI Design

Marketing Data & Technology Stack: Marketing Analytics Architecture, CRM & Marketing Automation Intelligence, Customer Data Platforms (CDP concepts), Python, SQL, Advanced Excel, Power BI, Tableau, Google Analytics

Data Storytelling & Executive Communication: Executive Dashboards & Board-Level Reporting, Data Storytelling for C-Suite Audiences, Insight-to-Action Frameworks, Business Case Development & Strategic Narratives

Strategy Execution & Organizational Enablement: Marketing Analytics Operating Models, Agile Marketing & Experimentation at Scale, Team Building, Mentorship & Capability Development, Stakeholder Alignment & Change Management

CERTIFICATIONS AND AFFILIATIONS

- Certified Digital Marketing Professional (CDMI)
- AMA Professional Certified Marketer (PCM) — Digital Marketing
- Social Media Marketing Certification (Stukent)
- American Marketing Association (AMA)

DATA SCIENCE PROJECTS

- [INN Hotels](#) — **Booking Cancellation Prediction**
Built classification model to identify high-risk cancellations. Improved forecasting accuracy and retention strategy.
- [FoodHub](#) — **Customer Demand Analysis**
Conducted deep EDA to uncover buying patterns, operational gaps, and revenue opportunities.
- [E-News Express](#) — **A/B Testing Optimization**
Analyzed conversion metrics and behavioral insights to improve landing page performance.
- [ReCell](#) — **Dynamic Pricing Engine**
Developed ML-driven pricing system that increased revenue accuracy and consumer trust.
- [Easy Visa](#) — **Approval Prediction Model**
Built ensemble ML models (RF, XGBoost) to forecast applicant approval likelihood.
- [ReneWind](#) — **Predictive Maintenance Model**
Created classification models to detect equipment failure before outages.
- [Trade&Ahead](#) — **Stock Clustering Engine**
Used K-Means + hierarchical clustering to uncover investment patterns and reduce portfolio risk.

EDUCATION

The University of Texas at Austin

Post Graduate Program in Data Science & Business Analytics — 4.24 GPA

Lamar University, Beaumont TX.

Masters of Science, Strategic Communication (2026)

University of Colorado at Colorado Springs

Bachelor of Science, Business Administration – Marketing