

KATE GUMAER

KATEGUMAER.COM | KMGUMAER@GMAIL.COM | 314.852.9606

A CREATIVE AND OUTCOME-FOCUSED BUSINESS LEADER

CLIENT SUCCESS MANAGEMENT & ACCOUNT GROWTH

CLIENT SUCCESS MANAGER

InMoment | St. Louis, MO | www.InMoment.com | 2015-Present

Promoted from: Project Director, Sr. Project Director & Associate Client Success Manager

- **Retention & Growth:** Foster positive relationships with clients that results in 20 percent or higher growth in annual recurring revenue during contract renewals
- **Account Management:** Manage all aspect of multiple enterprise-level client programs that accounts for over \$3 million in annual recurring revenue
- **Customer Experience Improvement Consultation:** Assist clients in developing strategy that results in positive impact to their KPIs, such as \$1.7 million in annual cost savings
- **Cross-Departmental Coordination:** Work across internal departments to help clients better understand the technology and get the most out of the products

EDUCATION

The University of Tampa

- Master of Science in Marketing
- With Honors
- Bachelor of Science in Marketing
- Cum Laude

CORE COMPETENCIES

Account Growth & Retention

Business Strategy

Creative Problem Solving

Effective Communication

Process Management

Detail Oriented

Quick Learner

HIGHER EDUCATION ENROLLMENT & MARKETING

ASSISTANT DIRECTOR OF GRADUATE ADMISSIONS

The University of Tampa | Tampa, FL | www.ut.edu | 2013-2015

Promoted from: Graduate Assistant & Admissions Counselor

- **Program Growth:** Exceeded my recruitment goals every semester by as much as 20 percent, contributing to significant program growth
- **Trade Show Promotions:** Strategically planned and attended trade shows to promote the university to prospective students
- **Personnel Management:** Supervised Counselors and Graduate Assistants
- **Event Planning:** Planned every detail of events for prospective students
- **Market Growth & Brand Recognition:** Implemented communication and promotion strategy to increase brand recognition
- **Promotion Development:** Developed materials and PowerPoint presentations
- **Database Management:** Managed a prospective student database

BRAND MANAGEMENT

SENIOR ACCOUNT REPRESENTATIVE

Ansira Engagement Marketing | St. Louis, MO | www.ansira.com | 2010-2013

Promoted from: Account Coordinator

- **Account & Brand Management:** Managed the branding of tier III advertising for clients such as Mercedes-Benz, Infiniti, and Harley-Davidson
- **Brand Guideline Development:** Assisted clients in the designing of brand guidelines
- **Client Management:** Acted as the primary contact for multiple clients and provided timely reports, feedback, and expertise
- **Client Proposals & Pitches:** Assisted with customized websites, client proposals, contract renewals, and presentations at client headquarters

PROFICIENT IN:

Microsoft Office Suite
Google Products
Salesforce.com
Highspot
Jira
Monday.com
Time Management
Systems
CX Technologies &
Platforms

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A CREATIVE AND RESULTS-DRIVEN MARKETING PROFESSIONAL

HONORS & CERTIFICATIONS

“Leave Your Mark” Award at InMoment
Real Estate License in Missouri
Beta Gamma Sigma
Graduate Assistantship
Honors Program Distinction
Dean’s List
Freshman Honorary

NOTEWORTHY CLIENTS

Discover Financial
Infiniti
Ford Motor Company
Grange Insurance
American National Insurance
Harley-Davidson
Mercedes-Benz

OTHER INFORMATION

www.linkedin.com/in/kategumaer

References available upon request

FOCUS GROUP & INDIVIDUAL INTERVIEW RESEARCH

MARKETING RESEARCH RECRUITMENT SUPERVISOR

Hatch Research | St. Louis, MO | 2009-2010

Previous Titles: Marketing Research Recruitment

- **Recruitment & Quota Management:** Supervised recruiters and input data to guarantee proper quotas were met for each study
- **Client Management:** Assisted clients with onsite needs such as managing respondents and executing proper set up for studies
- **Budget & Expense Reporting:** Verified accuracy from client costs by organizing individual expenses to create a detailed budget
- **Respondent Screening:** Screened respondents for multiple studies at once

BRAND HEALTH ASSESSMENT

BRANDING CONSULTANT

Vigo Food Imports | www.vigofoods.com | 2015

- **Brand Health Analysis:** Assessed the brand health of Vigo Foods by reviewing components such as brand-strategy, brand-identity, brand-experience and brand-management
- **Marketing Research:** Utilized both secondary and primary research to better understand the target market’s needs and wants
- **Client Presentation:** Presented recommendations to the client
- **Case Development & Writing:** Developed an academic marketing case based on the research

MARKETING CONSULTATION

MARKETING CONSULTANT

Platinum Bank | www.platinumbank.com | 2014

- **Target Market Assessment:** Analyzed current target markets and potential new market opportunities for Platinum Bank
- **Brand Repositioning:** Made recommendations based on marketing analysis for Platinum Bank to reposition its brand and capture a wider audience
- **Social Media Strategy Development:** Created a tailored and innovative social media strategy that fit the needs of the brand
- **Report Writing:** Created a precise and efficient report of recommendations for the client to use throughout implementation