

KAT GALLAGHER

Director of Marketing

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PROFILE

Strategic marketing leader with over a decade of experience driving performance in B2B and B2C environments. Proven track record in brand positioning, demand generation, customer acquisition, and lifecycle marketing. Adept at analytics-driven decision-making, campaign strategy, and revenue growth initiatives across Fortune 500 companies and emerging brands. Known for building high-performing teams, managing multimillion-dollar budgets, and delivering measurable results in complex, fast-paced industries.

SKILLS & EXPERTISE

Marketing Strategy, Brand Positioning, Demand Generation, Customer Acquisition, Lifecycle Marketing, Digital Campaigns, Content Creation, Analytics & Reporting, B2B & B2C Marketing, Team Leadership, RFPs & Proposals, Social Media Channels & Strategy, Crisis Communications

TOOLS

Google Analytics & Ads (GA4), HubSpot, Marketo, Mailchimp, Power Automate, ChatGPT, Canva, Animoto, Adobe Express, Sprinklr, Salesforce

EDUCATION

MBA, Marketing

Keller Graduate School of Management
September 2018 - October 2020
summa cum laude

BS, Computer Information Systems

DeVry University
January 2013 - April 2016
cum laude

SOCIAL PLATFORMS

LinkedIn, Instagram, Facebook, X (Twitter), YouTube, Tiktok

EXPERIENCE

Trellist Marketing and Technology

Director of Marketing (Head of Marketing), March 2024 - Current

- Top marketing authority at Trellist, responsible for the full strategy and execution of internal marketing, reporting directly to executive leadership.
- Drive enterprise marketing initiatives, go-to-market strategies, and sales enablement efforts aligned with business objectives and revenue goals.
- Lead brand positioning and lifecycle marketing efforts to support long-term client engagement and retention.
- Establish company-wide standards for outreach, collateral development, campaign performance measurement, and customer experience enhancements.

Marketing Strategist, January 2022 - Current

- Develop and present RFPs and strategic proposals, securing new client opportunities across healthcare, manufacturing, tech, and higher education.
- Conduct in-depth market research to define audience segments, guide demand generation efforts, and improve customer acquisition.
- Design and execute multi-channel marketing campaigns (digital, traditional, social), generating 15–20% increases in engagement and conversions.
- Align marketing efforts with sales and product strategy through cross-functional collaboration, optimizing lifecycle marketing initiatives.
- Analyze campaign results and optimize efforts based on data insights to drive revenue growth.
- Manage multimillion-dollar budgets and ensure ROI-focused resource allocation.

Propelled Brands, Formally FASTSIGNS International Inc.

Social Media and Content Manager, December 2020 - December 2021

- Led brand and local social strategy for FASTSIGNS, NerdsToGo, and Propelled Brands.
- Increased national brand engagement by 2,469% and 10+ second video views by 2,230%.
- Helped franchisees boost local engagement by 170% through targeted content and demand generation strategies.
- Migrated and redesigned internal newsletters using Google Sites, increasing traffic by 191%.
- Managed and maintained four internal communications sites, supporting employee engagement lifecycle.

Social Media and Content Specialist, March 2018 - December 2020

- Spearheaded four "On Your Behalf" social media programs spanning 3,000+ accounts.
- Managed onboarding, content calendars, monthly reporting, and vendor tools like Sprinklr.
- Provided guidance to over 750 franchisees on paid and organic social strategies, driving local brand visibility.
- Produced analytics reports and content including blogs, newsletters, and press releases aligned with brand messaging and lifecycle marketing goals.

DexYP/ Thryv, Formally The Real Yellow Pages

Performance Strategist, October 2017 - March 2018

- Managed SEM campaigns for 100+ clients via Google Ads and Bing, focused on lead generation and customer acquisition.
- Conducted strategy sessions and provided marketing support using Salesforce.

DeVry University, Formally Adtalem Education Group

Social Media Specialist (started as an intern), April 2015 - October 2017

- Implemented Sprinklr social media management platform to streamline content and engagement operations.
- Coordinated with influencers and partners for major sponsorships including the Olympics, Google, and Microsoft.
- Created performance reports and led crisis management communication efforts.

Dairy Management Inc.

Communications and Graphic Design Intern, May 2012 - January 2014

- Supported brand communications and graphic design projects for dairy industry campaigns.