

KAT GALLAGHER

Marketing Strategist | Go-to-Market | Brand | Growth Marketing

St. Joseph, MI • (708) 305-0691 • katgallaghermarketing@gmail.com
katgallaghermarketing.com • [LinkedIn](#)

EXECUTIVE SUMMARY

Strategic marketing and communications leader with 10+ years of experience developing integrated strategies that strengthen brands, drive organizational growth, and support business development across B2B and B2C organizations. Experience spans healthcare, manufacturing, technology, financial services, higher education, franchising, and nonprofit sectors. Recognized for translating complex business challenges into actionable strategies through research, executive communications, integrated marketing, and data-driven decision-making.

CORE COMPETENCIES

Marketing Strategy • Communications Strategy • Brand Strategy • Go-to-Market Strategy • Integrated Marketing • Executive Communications • Business Development • Sales Enablement • Marketing Analytics • Cross-Functional Leadership • Digital Strategy • AI-Enabled Marketing

PROFESSIONAL EXPERIENCE

TRELLIST MARKETING & TECHNOLOGY

Marketing Strategist | January 2022 – Present

Corporate Marketing Leader (Concurrent Assignment) | March 2024 – May 2026

Concurrently served as Corporate Marketing Leader, partnering with executive leadership to establish corporate marketing strategy, prioritize initiatives, and lead cross-functional marketing efforts while retaining the Marketing Strategist role.

- Led enterprise marketing strategy, go-to-market planning, and sales enablement to drive corporate growth and business development.
- Advised executive leaders and enterprise clients on brand strategy, executive communications, AI-enabled marketing, customer experience, and digital transformation.
- Developed integrated marketing, communications, and brand strategies across digital, paid media, web, email, content, and events for clients spanning six industries.
- Created new marketing service offerings, strategic frameworks, and go-to-market programs that expanded consulting capabilities and supported business development.
- Led website strategy, content planning, information architecture, and user experience recommendations to improve lead generation and digital engagement.
- Developed executive reporting frameworks and performance analyses that translated complex marketing data into strategic recommendations for enterprise campaigns reaching hundreds of millions of people.
- Developed integrated campaign strategies for enterprise clients, including a global event campaign generating 147M+ impressions, 259M+ reach, and 663K+ website clicks through coordinated organic, paid, and event marketing initiatives.

PROPELLED BRANDS (FASTSIGNS, NerdsToGo & Propelled Brands)

Social Media & Content Manager / Social Media & Content Specialist | March 2018 – December 2021

- Increased national social engagement by 2,469% and 10-second video views by 2,230%.
- Helped franchisees increase local engagement by 170% through localized marketing strategies.
- Redesigned and migrated internal communications, increasing newsletter traffic by 191%.
- Managed enterprise social governance supporting more than 3,000 branded social accounts.
- Consulted more than 750 franchise owners on content strategy, paid advertising, and digital marketing.
- Developed annual content strategies aligned with national campaigns and business objectives.

DexYP (The Real Yellow Pages / Thryv)

Performance Strategist | October 2017 – March 2018

- Managed paid search strategies for more than **100** client accounts.
- Consulted businesses on customer acquisition, digital marketing, and advertising performance.
- Delivered campaign reporting and strategic recommendations to improve marketing performance.

DEVRY UNIVERSITY

Social Media Specialist | April 2015 – October 2017

- Managed enterprise social media initiatives supporting student recruitment and brand awareness.
- Helped implement Sprinklr to improve enterprise social media operations.
- Coordinated marketing initiatives with Google, Microsoft, and Olympic sponsorships while supporting executive communications and crisis response.

DAIRY MANAGEMENT INC.

Communications & Graphic Design Intern | May 2012 – January 2014

- Supported communications, creative development, and marketing initiatives promoting national dairy campaigns.

MARKETING TECHNOLOGY & AI

- **Marketing Automation & CRM** HubSpot • Salesforce • Marketo • Mailchimp • Sprinklr
- **Analytics & Advertising** Google Analytics (GA4) • Google Search Console • SEM Rush • Google Ads • LinkedIn Campaign Manager • Meta Ads Manager • YouTube Analytics
- **Project Management & Collaboration** Monday.com • Slack • Trello • Microsoft Teams
- **AI & Productivity** ChatGPT • Claude • Microsoft Copilot • Canva • Adobe Express • Microsoft 365

EDUCATION

Master of Business Administration (MBA), Marketing
Keller Graduate School of Management — Summa Cum Laude

Bachelor of Science, Computer Information Systems
DeVry University — Cum Laude