

Kathryn McGuire

SENIOR MARKETING MANAGER | LEAD STRATEGIST

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Impact-oriented marketing leader with over a decade of B2C experience using creativity and strategic planning to develop digital marketing experiences and marketing campaigns that set brands apart. Adept at driving the execution of innovative initiatives that cultivate a unique and authentic relationship with audiences while increasing engagement, conversion rates, and revenues for clients. Strong communicator who inspires teams to develop forward-thinking brand campaigns while activating best practices across stakeholders and advocating for clients. Avid follower of art, sustainable living, yoga, vegan cooking, poetry, outdoor adventures, music, interior design and graphic design trends. Volunteers to do murals for small businesses in need and teaches kids yoga at low-income schools.

Selected Accomplishments

- Trained team of 16 designers and strategists on marketing best practices, achieving an average **92% customer NPS score** for three consecutive years.
- Developed and executed national go-to-market launch strategy (GTM) for strategic partner, SimpliSafe with **26%** product adoption within two weeks of beta markets.
- Spearheaded initial brand launch of Compass into Seattle market and was **first marketing employee** for location.
- Managed marketing efforts for discussion panels, volunteer events, and discussion circles for company's justice, equity, diversity, and inclusion council to ensure inclusive messaging and higher audience reach across emails, newsletters, and websites.
- Increased website engagement by **68% in three months** for new partners by implementing SEO direction and re-branding strategy.
- OtoSet: Partnered with Creative Director to develop new brand language, product packaging, investor pitch materials, and digital ads, enabling company to launch and **sell out their first 500 devices** to doctors with positive feedback on branding and **exceeded investment goal** for their funding round.
- Recipient of **2017 Tribute Awards** for content strategy campaign.
- Spearheaded a national wellness program with 425 participants collectively achieving health and wellness goals.
- Drove go-to-market (GTM) and community launch strategy, resulting in having two of six communities becoming **fastest growing communities** out of 67 in Trilogy portfolio, both had 1200+ attendees at grand opening.

Core Competencies

Strategic Planning
Project Management
Multi-Channel Marketing
Digital Marketing

Market Research + Data Insights
Campaign Development
Community + Culture Building
Creative + Brand Direction

Storytelling + Content Creation
Partner + Vendor Relationships
X-Functional Team Leadership
GTM Strategy

Experience

COMPASS, SEATTLE WA

SENIOR MARKETING PROGRAM MANAGER / NEW BUSINESS & PARTNERSHIPS
MARKETING MANAGER – PACIFIC NORTHWEST REGION

October 2021—June 2022
May 2018—October 2021

- Own all marketing and content efforts for new business partners within a technology brokerage for real estate, including brand direction in PNW region and go-to-market strategies (communication plans, launch events, and marketing plans) to generate leads and increase visibility.
- Led development and execution of marketing campaigns across email, digital paid, video and social, paid media, PR, product integration, and website channels informed by case studies, deep dives, and creative think-tanks to engage with various customer segments and personas.
- Work with business partners for all ancillary services (title and escrow, home security, virtual home staging, and home improvements), developing and executing national launch for SimpliSafe with 46% product adoption within two weeks of launch.
- Created annual marketing plans for segmented groups of agents based on GCI and production volume, rolled out nationally.
- Monitored campaign engagement-related KPIs and metrics against channel goals, including open rates, click-throughs, subscribes, likes, shares, engagement (comments), and attendees.
- Developed brand strategy and provide creative direction for all partner rebrands and market launch strategy based on competitive market analysis, SEO optimization opportunities, audience targets, and trending design best practices.
- Conduct market segmentation studies by surveying customers to understand needs, values, attitudes, behaviors, and demographics, and perform A/B testing with creative to ensure most effective content was used based on segment.
- Managed a 16-member team with marketing strategists, coordinators, and senior designers to execute on marketing strategy and materials (listing collaterals, digital ads, and print ads) and consult with business partners to maximize results.
- Trained team on marketing best practices across channels, communication competencies, and project management skills, achieving an average 92% customer NPS score for three consecutive years.
- Managed launch of Compass into Seattle market and was first marketing employee for location responsible for growing the marketing organization.
- Managed marketing efforts for discussion panels, volunteer events, and discussion circles for company's justice, equity, diversity, and inclusion council to ensure inclusive messaging and higher audience reach across emails, newsletters, and websites.

- Established marketing strategy programs for luxury, new development and top producing Compass clients to ensure a scalable model for 800+ clients, now implemented in eight new Compass markets as a standard process.
- Increased website engagement by 68% in three months for new partners by implementing SEO direction and rebrand.
- Worked with vendors to understand audiences and developed an advertising package service model for clients to generate revenue for local budgets with an increase of 28% within six months of launch.

BLOOMING CREATIVE, SEATTLE, WA

FOUNDER AND CREATIVE STRATEGIST

June 2020—Present

- Offer brand and marketing strategy for B2B and B2C clients, including an organic cleaner, organic wine, and contemporary medical device companies to increase visibility and customers.
- OtoSet: Developed logo, packaging, investor pitch materials, and digital ads, enabling company to launch and sell out their first 500 devices to doctors with positive feedback on branding and exceeded investment goal for their funding round.
- Castle & Crown: Established name and branding for their wine company; sold out their first batch in 30 days.
- Manage business operations including lead generation, accounting, project reporting and Google Business

REDFIN, SEATTLE, WA AND CHICAGO, MI

MARKETING PROGRAM MANAGER

October 2016—April 2018

- Developed a marketing service model programs for Redfin’s new development and luxury brands, gaining ten new clients within three months of program launch.
- Leveraged industry trends, performed market research, and surveyed builders and developers to identify needs and create marketing package offerings.
- Trained and led a team of five designers, developers, and digital strategists to drive marketing strategy and brand development.
- Monitored and reported on email metrics, social engagement, revenue, launch event attendees, and website analytics.
- Project managed eight to ten multi-channel marketing campaigns monthly, including organic and paid social media.
- Recipient of 2017 Tribute Awards for social media content strategy.

TRILOGY, BELLEVUE, WA AND SAN FRANCISCO, CA

REGIONAL MARKETING MANAGER
MARKETING ASSOCIATE

October 2016—April 2018
March 2013—April 2015

- Led brand and marketing strategy for four award-winning luxury resort communities in Washington and Northern California, leveraging audience research, Google search results, market study playbooks, and best practices.
- Drove go-to-market (GTM) and community launch strategy, resulting in having two of six communities to be fastest growing communities out of 67 in Trilogy portfolio, both had 500+ attendees at grand opening.
- Led creation of boarding materials and a comprehensive launch playbook to support cross-functional professional development.
- Led brand development, messaging, and product naming for award-winning Trilogy at Tehaleh Seven Summits Lodge.
- Organized and presented on marketing campaign strategy and success, “out of the box” tactics at regional think tank and creative mind share events, now adopted nationally with over 500+ attendees.

CREATIVE BRANDING, SEATTLE, WA

BRAND & PR SPECIALIST

June 2010—January 2013

- Managed rebrand accounts for merging companies, including creative development, execution, and internal communication efforts for rebranding initiatives for up to eight accounts at a time.
- Developed digital media kits and presentation decks for clients, consisting of brand direction guides, and messaging frameworks and customized marketing timelines to ensure consistent branding across platforms.

Education and Professional Development

MARKETING MANAGEMENT CERTIFICATE
UNIVERSITY OF WASHINGTON

DIGITAL MARKETING CERTIFICATE
UNIVERSITY OF WASHINGTON

BACHELOR OF ARTS, COMMUNICATIONS
CENTRAL WASHINGTON UNIVERSITY

Minor in Marketing Management, Public Relations, and International Relations

Technical Skills

Adobe Design Suite
(ID, PSD, AI, Acrobat)
ProCreate
Google Cloud

Microsoft Office Suite
(Excel, PowerPoint, Word)
GoogleAds
Facebook Ads

Instagram Ads
Salesforce
Monday.com
WorkFront

Figma
Zendesk
Slack