

Katie VanBenthuisen

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DIGITAL MARKETING & OPERATIONS EXECUTIVE

Emphasis in Content Marketing / Non-Profit Organizations / Tech Startups / B2C & B2B

Strategic and results-oriented Marketing Director with 5+ years of experience in brand development, digital marketing, and social media management. Proven success in strengthening brand loyalty, boosting growth, and connecting with audiences. Seeking a position in Digital and Social Media Marketing spaces.

CAREER HIGHLIGHTS

- Managed 200+ portfolios, securing \$60.5+ million in total funding by end of Q1 2022
- Led team in procuring \$700k+ in unrestricted grants from major corporations using new marketing efforts resulting in the increased visibility of underrepresented entrepreneurs by 35%
- Increased website traffic in Q1 for top client 3x, generating 10,000+ unique user page views over a 60 day period
- Grew organic traffic on multiple social media channels for clientele 35,000% in the first 2 years

AREAS OF EXPERTISE

- Digital Marketing • Content Creation • Market Research • Project Management • Growth Strategy • Analysis & Reporting
- Omnichannel Marketing Budget Development • Idea Generation • Brand Management • Cross-Functional & Matrix Teams
- Stakeholder Relations • CMS • Figma • HTML/CSS • Web Design • Vendor Management • Key Partnerships

PROFESSIONAL EXPERIENCE

Director, Marketing Strategies & Operations, San Francisco, CA

September 2019–

September 2022

Go Paladin Inc.

- Managed 200+ portfolios, securing \$60.5+ million in total funding by end of Q1 2022
- Created partnerships, leading the team to procure \$700k+ in unrestricted grants from major corporations using new marketing efforts resulting in the increased visibility of underrepresented entrepreneurs by 35%
- Increased B2C leads 44% and SEO traffic 30% in the first 90 days by improving branding strategies and restructuring the company's website
- Conducted market research, analyzed 150+ seed-stage startups, and built valuation models to optimize the opportunity identification process by 15% for venture capital firms and ecosystem partners
- Interviewed, hired, and trained a team of 15 employees
- Negotiated and managed vendor contracts resulting in 5 annual events with 1,000+ attendees per event
- Oversaw and restructured corporate identity, media, PR, and rebranding for clientele and organization

Brand and Content Strategist, Denver, CO

January 2020–

Present

Present KTV Creative (Freelance Marketing Consultant)

- Developed brand strategy and managed social media marketing for 25+ clients
- Increased website traffic in Q1 for top client 3x, generating 10,000+ unique user page views over a 60-day period
- Grew organic traffic on multiple social media channels for clientele by 35,000% in the first 2 years
- Designed and implemented a client service program, which expanded small-to-medium client base by 35%
- Completed competitor analysis, industry best practices, and segmentation as it related to customer databases
- Created content for various mediums and platforms (blogs, social media, case studies, campaign messaging)

RELEVANT PROJECTS

Cycle Connect, Miller Center for Social Entrepreneurship, Gulu, Uganda

February 2020–

February 2021

- Analyzed +1,000 pages of data, reporting organizational pain points
- Enhanced financial literacy curriculum +65% and trained team in the usage of the data management system.

Trend Trade App, Founder, San Francisco, CA

January

2019–Present

- Led UX/UI design, research, and build for mobile application and website
- Manage software 3 developers and 4 content creators to produce a unified information architecture, reduce technical debt and enhance the customer journey

EDUCATION

Bachelor of Science in Marketing, Minor in Entrepreneurship, Santa Clara University, Santa Clara, CA

Google Analytics Certificate (2023)