



KATHY HAWK

Leadership isn't about the position you have, but the direction you provide.

EXECUTIVE SUMMARY

I am a proactive, versatile, and strategic global brand and product marketing professional with diverse industry experience. With strong analytical, planning, and project management skills, I develop national and global marketing campaigns that drive customer acquisition, retention, and engagement. I manage the development of creative assets including TV spots, video ad units, print artwork, marketing collateral, copywriting, digital ads, social media content, website creation, design and content (Word Press) and I have experience overseeing large influencer/brand ambassador campaigns. Deep domain knowledge with B2B, B2C, retail, ecommerce and social commerce. I have solid computer skills with all MS Office applications, as well as various programs such as Canva and HubSpot with an adaptability to new platforms. I'm a strong self-starter who takes full responsibility and ownership of tasks. I'm able to work in a fast-paced environment with changing priorities while still meeting deadlines. I have a coaching mindset with previous experience managing 5 direct reports.

PROFESSIONAL CAREER

MARKETING CONSULTANT/FREELANCER

Hive24Design | May 2016-present

Marketing and Design consulting and management.

- Develop marketing strategies based on a company's unique needs and goals.
- Development of annual plans consisting of outlining the marketing strategy to grow your business or product and partnering with key stakeholders to develop tactics to ensure all initiatives are successfully implemented.
- Develop and manage your social media presence, keeping it fresh and captivating, ensuring your online platforms reflect your dynamic brand image.
- Build and manage your website and eCommerce platforms.
- Continuously analyze market trends and competitor positioning, leveraging customer behavior and experience data to shape marketing strategies.
- Ability to inform, influence and collaborate across teams, departments and with all organization levels.
- Excellent communication and PowerPoint presentation skills.
- Creative, strategic marketing programs include researching brands and competitive landscapes, trends, and social media influencers and omni channel strategies.

Clients include:

CHA Hollywood Presbyterian Hospital & Medical Center

Undaunted Apparel

Unlimited Off-Road

Ted Barbur Sales & Marketing

Elle Grey Stories (author)

EARN (Expand Animal Rights Now)

EcoKrawl Events, LLC

Danielson Financial Group

NASCAR

SR. MANAGER, MARKETING & PUBLICITY (REMOTE)

Contract to Permanent

SmartLab Toys (Manufacturer) | October 2021-July 2022 (Company was sold)

To support SmartLab's mission to educate, entertain and enrich the lives of children in making science fun!

- Create & execute marketing plans designed to generate sales, build brand awareness, and maximize exposure to the target audience through online, print, broadcast, and other channels.
- Created campaign briefs and managed large influencer campaigns across an ever-increasing multitude of platforms and touchpoints.
- Created and managed P&L budgets.
- Redesigned Amazon storefront and created and managed A+ Content pages for new brand launches and product listings.
- Designed and launched new website (WordPress and Yoast SEO).
- Managed all e-commerce via website store, Amazon and online retailers.
- Produced creative briefs, media kits, and advertising copy for new product launches.
- Successfully developed the pitch of key products to journalists, family and parenting media and key online influencers.
- Managed external agencies.
- Coordinated and attended events and tradeshows.
- Managed all social media channels via Hootsuite.

VICE PRESIDENT, GLOBAL MARKETING

Funrise Inc. (Manufacturer) | May 2004-Sept 2015

Managed global marketing/PR initiatives for all Funrise brands.

- Created global marketing/PR campaigns for new and existing products including traditional & digital media, influencer and affiliate programs, publications, press releases, cross-sell booklets, sell-sheets, marketing materials and ads.
- Supported sales team with appropriate messaging, positioning, and custom sales presentations directed toward retailers.
- Improved distribution of marketing collateral by creating a shared and secured website for the global sales team which provided them with immediate accessibility to product information and images.
- Built and managed a marketing team of 5 direct reports.
- Developed & managed online presence utilizing social media platforms to support our retailers and engage consumers.
- Initiated & monitored global P&L budgets & tracked commitment to marketing spends in compliance with licensing agreements.
- Successfully produced & managed an experiential marketing campaign for the iconic Tonka brand including off-road motorsports events both here in North America and Australia.
- Coordinated, attended and managed global trade shows with extensive travel.

CONTACT DETAILS

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