

Katherine Riley

Mt Prospect, IL • 847-767-7709

rileymarcom@gmail.com • linkedin.com/in/katherinejriley

Executive Summary

Proven leader. Strategic and results producing senior marketing executive, with 15+ years experience in branding, corporate strategy, integrated and digital marketing. Expert content creator and storyteller including web content, white papers, eBooks, case studies, webinars, landing pages and blogs. North American and global leadership experience with a strong background in delivering B2B, wholesale and ecommerce distribution partner revenue results. Most recently achieved a 200% increase in ecommerce channel sales with online partners. Recognized for collaborative leadership style, proactive approach, and a keen ability to build a winning team.

Core Competencies

Strategic Planning

Brand/Identity Development

Complex Project Management

Market Intelligence

Content Creation

Staff Training and Development

eCommerce Growth

B2B Marketing

Digital | Social Media

Vendor Relations

Marketing Automation

Salesforce Enablement

Highlights

Strategic Leadership – Built high functioning marketing teams with a focus on revenue generation, sales support, and personal development. Collaboration, innovation, and a fail fast mindset allowed these teams to brainstorm without fear and to celebrate new learnings and insights as a key part of the marketing culture.

B2B Channel Direction – Developed the integrated marketing content and communication strategy and led the creative marketing execution for the ACCO dealer channel, on-line partners, and alternative and vertical market channels which resulted in a 25% increase in channel sales

Sales Enablement – Overhauled brand identity for Gerber Plumbing Fixtures. Created new salesforce friendly cloud-based platform for sales presentations and customer interactions. Worked directly with sales team on joint sales and marketing calls to manufacturer’s reps and wholesale distribution partners including a road tour with WinSupply. This dedicated and collaborative initiative increased sales with those partners by 150%.

Professional Experience

United Tactical Systems, Lake Forest, IL (PepperBall)

2021-Present

Director of Marketing

Spearheaded the rebirth of the company's marketing department during a period of transition and corporate growth. Created marketing strategy from the ground up for both the direct to consumer and B2B divisions of the business. Managed a complex marketing team of internal and external resources.

- Directed the marketing process from research and planning through execution and analysis and provided strategic leadership for both offline and online marketing. Developed and executed an integrated marketing and communications strategy to support corporate revenue and profit goals and enhance brand awareness, delivering 100% growth in marketing influence YOY.
- Provided strong, effective, and highly visible leadership to the in-house and agency marketing teams, ensuring that all resources were motivated and guided to contribute fully to company vision and goals.
- Grew brand equity in the industry by 75% through managing the distinct voice and position of each brand

within the United Tactical portfolio

- Balanced the needs of the personal protection consumer industry with those of the law enforcement and military side of the business. Directed all PR and trade show activities including a relaunch at ShowShot which net over \$500K in attributable sales.
- Strategized, created and drove social and native digital advertising campaigns with an average net ROAS of 7:1

Linea Lighting & Startex Industries, Glendale Heights, IL

2018-2020

Director of Marketing

- Led the rebrand of the Linea identity, including logo, personas, and customer focus, lineadiliara.com website and marketing programs. Overhauled content strategy and creation, spearheaded market intelligence and created promotional programs for product portfolio.
- Drove demand generation, planning, forecasting, and training for all new product launches, exceeded objectives, owned the marketing P&L and achieved financial growth targets.
- Managed Amazon, Wayfair, and other ecommerce channels; created and executed channel marketing and promotional pricing strategies. Increased Wayfair revenue by 285% over two years by developing vendor relationships and maximizing site opportunities. Increased Amazon revenue by 20%, site revenue by 150%.
- For Startex, increased awareness and revenue in the B2B hospitality arena, executed a rebrand. New website decreased service time by 50% for end users.

Gerber Plumbing Fixtures and Danze Faucets, Woodridge, IL

2014-2017

Director of Marketing

- Streamlined marketing operations, optimized expenditures, improved efficiencies, and boosted employee satisfaction by implementing new systems, such as digital delivery of sales assets and sales team content sharing.
- Led a total rebrand for both Gerber Plumbing Fixtures and Danze Faucets including content and messaging. Reworked all identity visuals, trade show assets and direction, social media properties, digital advertising, and trade collateral.
- Drove MQL and SQL engagement with the implementation of Eloqua marketing automation solution. Sales lead handoff from marketing increased by 50% over previous year.
- Maximized sales and relationships with build.com, Costco.com, Wayfair.com and efaucets.com and showroom retail environments. Worked directly with distributors, manufacturer reps and wholesale distribution to create and manage dedicated trade marketing programs that increased sales with those partners by 150%.

ACCO Brands, Lake Zurich IL

2009-2014

Senior Manager Field Marketing

- Developed the integrated marketing communication strategy and led the creative marketing execution for the ACCO dealer channel, online partners, and alternative and vertical market channels. Created branded communication strategies by distribution channel, drove cross-sell opportunities and maximized trade partner relationships.
- Created and deployed promotional initiatives for sales team including the “ACCO Rewards” dealer incentive and loyalty platform, which led to a 30% increase in commercial shredder sales.
- Managed all trade show opportunities including booth strategy, design, events, and promotions.

Brand Manager – Swingline

- Led the brand vision and direction for Swingline, ACCO Brands' most recognized consumer brand. Developed and drove the brand strategy and tactical application of that strategy including online platforms, retail consumer and B2B channels.
- Developed the advertising and marketing positioning and go to market communication strategies for the Swingline brand categories including all digital marketing initiatives, website relaunch, omni-channel

marketing campaigns, and global channel efforts. Employed POS data, shopper, and pricing research to develop and refine product line positioning.

- Created and drove “A Whole New Way to Shred” omni-channel consumer campaign, which launched the Stack-and-Shred Hands-Free shredder into the marketplace. This was the largest product launch in ACCO history; implementation spanned global markets in both retail and commercial channels.
- Created consumer and end-user promotions for retail partners that contributed to brand equity and awareness including end cap positioning, shelf space, plan-o-grams and signage that allowed a 58% share position in the mature stapling category.

SHURE, INCORPORATED, Niles, IL

2005-2009

Corporate Advertising Manager

- Created advertising strategy and structure for the Shure US and International Americas. Led the strategy and tactical implementation of integrated marketing campaigns for all new product launches and legacy products supporting current and long-term objectives
- Aggressively managed agency relations and media buying, resulting in an 18% increase in interactive campaign performance and a 5% decrease in online cost per action.
- Created channel and end-user promotions both at retail and B2B commercial, that allowed the Company to maintain a market share leadership position in the mature wired microphone category (>50% share) and wireless system category (>40% share).
- Created and implemented, “The Reason Why” campaign, which leveraged 15 Shure artist endorsers including The Who, Brad Paisley, Maroon5, Rascal Flatts. Results included market visibility and high-level press coverage. In-house campaign saved the company over \$200,000 in agency costs.

Global Advertising and Public Relations Manager, Personal Audio

- Led global communications execution on launch of consumer earphone product line, the most financially profitable launch in Shure history. Campaign included a full branded public relations effort, retail assets, content creation and distribution, TV, radio, print, direct mail, CES launch, events, digital, WOM and database campaigns. The strategy resulted in 24 global industry awards.
- Managed global agency reporting structure including advertising development and Public Relations. Developed a cohesive and systematic approach to brand communication, reporting and tracking, reducing response time by 30% and saving the company over \$100,000 in associated PR costs

Riley Marketing Communications

Principal of freelance B2B and B2C marketing company, offering marketing strategy, content, branding, trade show management, social media consulting services and copywriting for businesses.

Principal

Clients have included ACCO Brands, centerbase.com, Bayer Material Sciences, Vigendo Medical, Revenue Storm, PrintServ Corporation, CEL Corporation, Spectrum Communication, Bisys Group, Image Definition and Design, Lucent Technologies, MicrobeGuard Corporation, Alltel, Ericsson, NCR, The Creative Group, Precision Communications, Chicago Public Schools, Scholastic Books Morningside Realty, and NRC Realty Advisors.

Education and Associations

Gordon University, Grays Lake, IL BA Marketing

North Park University, Chicago, IL Psychological Human Development, Omicron Psi Honor Society

Tribeca Flashpoint University, Chicago, IL Content Advisor

Imedia Digital Marketing Association, Advisory Board Member (2016-2017)

Richmond Events, Event Speaker on Integrated Marketing, Customer Personas and Experience Journeys