

# Karen K. McFarlane

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## SUMMARY OF QUALIFICATIONS

### Marketing Communications + Digital Marketing + Demand Generation + Content Creation

Twenty-five years in marketing communications, online marketing, and content creation in B2B markets. Ten years of experience with demand generation, lead nurturing and marketing automation focused on conversion and revenue tracking. Strategic thinker. Expert at managing cross-functional teams and developing integrated marketing and promotion strategies. P&L responsibility. B.S. Communications. M.B.A. Marketing.

#### Strategic Capabilities

- Online, Email & Integrated Marketing
- Demand, Product, Field & Client Marketing
- Channel & Partnership Marketing
- Website Management & Content Development

#### Industries

- Software, Tech & Artificial Intelligence
- Financial, Business, & Professional Services
- Real Estate & Education
- Consumer Services & Entertainment

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## SAMPLE MARKETING SUCCESS METRICS

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### LEAD/DEMAND GENERATION

Devise marketing programs to drive qualified leads into the sales funnel using integrated lead generation campaigns comprised of branding, direct response, advertising, search, social media, email marketing, events, webcasts, newsletters, videos and other multimedia platforms.

- Doubled productivity of the inside sales team which resulted in the contribution of 35% of total revenue and increased distribution of qualified leads to insides sales by 52% for email technology company
- Architected lead nurturing strategies and marketing automation to generate sales ready prospects and increase overall conversion to meet revenue goals for translation management software and customer experience management software companies
- Launched first industry conference on email deliverability generating over \$1.2 million dollars in qualified opportunities
- Launched lead generating web sites for Creative Virtual, Return Path, HBO Home Video, DoubleClick, Subway, and over 30 SMB, some using automation tools like HubSpot, Pardot, Marketo and Eloqua

### PRODUCT & CHANNEL MARKETING

Plan and execute the release and marketing of product and service relationships.

- Launched virtual agent product suite and re-launched email certification product suite post company acquisition which resulted in a 50% increase in completed application and an increase in product activations of 40%
- Developed product referral marketing program that resulted in over \$350K in new revenue in two months from channel partners

- Managed revenue-generating relationships between internet company and premium partners. Resulted in a 20% increase to branded MasterCard applications, a 25% increase to product subscriptions and a 20% increase in affiliate earnings of search pages

### **CORPORATE IDENTITY & BRANDING**

Devise corporate branding strategies including logo development, unique positioning statements, company naming and architecture, and marketing collateral.

- Simplified messaging to leverage brand power via, email, social media, websites, collateral and presentation materials
- Launched new business unit for DoubleClick under a 30-day launch plan. Managed and developed the company's brand and positioning to outpace competitive market research industry leaders
- Managed agency relationships through the development of sales collateral, core stationary, website, premium items and internal/external launch campaigns

### **CONTENT, SOCIAL & MOBILE**

Devise content strategies and lead the creation of original content for use in various media to promote thought leadership, engage customers through the buying cycle and to generate leads.

- Created strong, results driven copy for SEO, fact sheets, press releases, whitepapers, blogs, email, newsletters, UIs, webinar presentations, and websites
- Managed mobile relationship management tool's offline presence at key mobile events for lead generation
- Launched Return Path's online community – CLUB INBOX – to nurture prospects within the marketing funnel and provide added value for existing clients and partners

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## **WORK HISTORY**

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### **KAYE MEDIA PARTNERS – Fractional CMO / Marketing Advisor (1999 - 2007, 2011 - Present)**

Strategic marketing consultant and advisor serving a variety of industries. Sample clients include Acxiom, Appboy, Argyle Executive Forum, Creative Virtual, DoubleClick, EZ Landlord Forms, Fivetran, FTI Consulting, nChannel, NameScan, One Way or Another Productions, Particle Media, PivotDesk, Prodigy Internet, SendGrid, Smartling, Subway Restaurants, and TekServe

### **RETURN PATH – Marketing Director, Global Demand Generation (2007 to 2011)**

Managed Demand Generation and Creative teams for an email technology company specializing in email deliverability, certification and consulting services. Previous posts include Director of Acquisition Programs-North America and Director of New Business & Client Marketing

### **BOLT MEDIA, INC. - Marketing Manager & Producer (1999)**

Managed online promotions, partnership marketing, brand marketing, trade marketing and grassroots promotions for social networking site devoted to teens

### **HBO HOME VIDEO – Online Project Manager & Marketing Associate (1995 – 1999)**

Led Time Warner's e-commerce initiatives online for VHS and DVD consumer sales and developed sell-through b2b marketing strategies for movie title rentals.

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## VOLUNTEER & TEACHING EXPERIENCE

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### **American Marketing Association of New York – Board of Directors (2016 to present)**

Chair of Membership and Volunteer committees. Responsible for member acquisition, retention and community engagement. Served as Director of Member Acquisition (2015-2016), and on content and website committees (2016).

### **RIPPOWAM CISQUA SCHOOL –Board of Trustees (2016 to present)**

Member of the Board of Trustees responsible for the planning of policy objectives and initiatives meet the long-term goals of the school. Serve on the marketing, search, trustee and diversity committees.

### **RIPPOWAM CISQUA SCHOOL – Parent’s Association Chair, Upper Campus (2014 to 2016)**

Lead member of the PA Executive Committee working with school administration, faculty, grade representatives and parents to fundraise and build communication channels that support the mission and vision of the institution.

### **JACK AND JILL OF AMERICA, INC – Historian/Technology Chair (2014 – 2016)**

Served on Executive Board of the Mid-Hudson Valley Chapter of this children’s organization to build strategic programming, recruit and retain members, and guide chapter operations.

### **TAPROOT FOUNDATION (2012 – 2014)**

Worked with an experienced team of pro-bono consultants to develop solutions for non-profit organizations in the New York Area. Projects included East Side House and Teaching Matters.

### **ReSTART CENTRAL – Volunteer Business Advocate (2003 – 2004)**

Aided businesses affected by the September 11<sup>th</sup> tragedy to regain their market share and increase sales.

### **CUNY, BARUCH COLLEGE, ZICKLIN SCHOOL OF BUSINESS – Adjunct Lecturer, Marketing (2000 – 2001)**

Taught advertising, marketing communications and copywriting.

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## EDUCATION

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- AMERICAN INTERCONTINENTAL UNIVERSITY: M.B.A., Marketing (GPA: 3.75)
- NEW YORK UNIVERSITY: Individualized Study
- NEW YORK UNIVERSITY: B.S., Communications (GPA: 3.4)