



Katie Bettridge

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## PROFESSIONAL EXCELLENCE

- Forged strategic Media and Public Relations relationships with key media contacts that led to products being featured in celebrity gift bags for the Critic's Choice Awards, Golden Globes, and the Sundance Film Festival
- Drove new product market strategy and forged partnerships with Big Box Retailers increasing revenue by 270% per month
- Directed the frontend redesign and backend integration of multi-channel eCommerce site leading to a 147% increase in sales
- Developed innovative digital marketing campaigns via Social Media channels attaining over 40k new subscribers
- Led Public Relations and Media initiatives including coordinating media planning, forging strategic product placement through high-impact media channels, industry tradeshows, and collaborating key Celebrity publicity events

## CAREER & ACHIEVEMENTS

### **Director of Digital Marketing and eCommerce**, Enlightened Littles Inc.

Retail, Consumer Goods

2014 – present

- Department leader responsible for revenue growth through both traditional and digital Marketing; including Media, PR, eCommerce, brand strategy, segmentation, and merchandising of both retail (B2C) and wholesale channels (B2B)
- Managed the design of new multi-channel eCommerce website and affiliated channels including all digital marketing campaigns to drive new segment revenue growth
- Created innovative eCommerce and digital marketing initiatives across social media channels to garner new traffic and increase conversions
- Oversaw P&L, forecasting, pricing models and managing KPI analytics to ensure success and ROI of strategic initiatives
- Managed digital marketing metrics including SEO and SEM campaign management, ecommerce website analytics, and PR
- Analyzed web analytics and KPIs to create recommendations for improving user experience, brand exposure and conversions

### **eCommerce Manager**, Kidrobot

Retail, Consumer Goods and Apparel

2012 - 2014

- Strategic and operational channel leader responsible for growing the eCommerce channel by managing P&L, driving revenue through utilizing best practice user experience methods, pricing models, KPI insight and analysis, as well as implementing cutting-edge digital strategies to drive web revenue of multi-channel, global eCommerce website and related microsites
- Managed and executed eCommerce strategy to drive revenue for new product launch leading to a 165% increase in revenue
- Led and implemented day-to-day site updates in an extremely product release-centric channel to ensure fresh content weekly
- Adept at gleanng consumer behavior insights from analytics and formally presenting recommendations for optimized user experience to upper management while working with Wholesale and Retail channels to ensure channel alignment of initiatives
- Championed eCommerce and digital marketing initiatives to garner new traffic and increase conversions through SEO, SEM and PPC management, email marketing, landing page optimization, site merchandising, and online distribution channels
- Developed and executed cross-sell/upsell strategy leading to a 17% increase in average order value (AOV)
- Oversaw digital Marketing initiatives including SEO, SEM, PPC, social media, newsletter, affiliate networks and VIP programs
- Project managed the digital sales, marketing, and branding campaigns across channels between both internal teams and external 3<sup>rd</sup> party partners to ensure accurate and timely cohesion of digital initiatives and branding strategies
- Aligned with Operations to forecast web traffic, anticipate web sales and allocate inventory to sales channels accordingly
- Directed forward-thinking eCommerce strategies to deliver innovative online experiences for promotions that grew conversion rates (CR) from 0.5% to 1.12% that resulted in a 40% increase in revenue





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## CAREER & ACHIEVEMENTS (CON'T)

### Director of Sales and Marketing, Grind

Retail, Consumer Goods

2008 - 2012

- Multi-channel leader responsible for positioning and growth of emerging brand through sales and Marketing management
- Initiated and formed strong strategic relationships with key Media contacts leading to the placement of products on popular TV shows (Two And A Half Men, CSI, etc) and in prominent magazines and publications (Fine Cooking, Paula Deen)
- Championed eCommerce and digital marketing initiatives to garner new traffic and increase conversions and subscribers
- Oversaw all merchandising activities including digital merchandising standards and in-store merchandising management
- Directed frontend redesign and backend integration of multi-channel eCommerce site leading to a 147% increase in revenue
- Managed eCommerce site logistics including order management, fulfillment, customer service, UX and merchandising
- Solidified partnerships with Big Box Retailers leading to an 87% increase in wholesale revenue per month
- Developed digital marketing campaigns via SEO, newsletter, Blog, and Social Media attaining over 40k new subscribers
- Responsible for P&L, forecasting, pricing models and managing KPI analytics to ensure success and ROI of strategic initiatives
- Led Public Relations and Media initiatives including coordinating media planning, forging strategic product placement through high-impact media channels, industry tradeshows, and collaborating key Celebrity publicity events

### Marketing Project Manager, Albeo Technologies

LED Technology

2006 - 2008

- Multi-channel Project Manager responsible for positioning emerging brand through Marketing and project management
- Directed the design of new corporate website to enhance brand awareness, gain market share and solidify market positioning
- Project managed the digital marketing, and branding campaigns across channels between both internal teams and external 3rd party partners to ensure accurate and timely cohesion of digital initiatives and branding strategies
- Managed digital marketing initiatives including SEO and SEM of new corporate website, press releases, photography collaboration, copy creation, downloadable collateral, in-depth case studies, announcements, and press releases
- Served as highly cross-functional leader across internal and external groups to ensure successful execution of digital and traditional Marketing campaigns and high-level marketing strategy
- Orchestrated high-impact Marketing and Public Relations events including industry tradeshows and publicity events

### Director of Marketing, Retreads

Retail, Consumer Goods

2004 - 2006

- Department leader responsible for revenue growth through both traditional and digital Marketing; including Media, PR, eCommerce, brand strategy, segmentation, and merchandising of both retail (B2C) and wholesale channels (B2B)
- Forged partnerships with key Big Box Retailers, including Whole Foods, leading to a 270% increase in revenue per month
- Orchestrated all Public Relations and Media initiatives, including getting products featured in celebrity gift bags for the Critic's Choice Awards, Golden Globes, and Sundance Film Festival
- Oversaw and directed all merchandising activities including online merchandising to in-store merchandising management
- Managed P&L, sales forecasting, ROI, and pricing models to ensure success and payback of marketing campaigns
- Directed all Merchandising activities from online Merchandising to in-store Merchandising management
- Championed eCommerce and digital marketing initiatives to garner new traffic and increase conversions and subscribers
- Oversaw the redesign and integration of new multi-channel eCommerce website, doubling online sales

## EDUCATION

Graduated from Daniels College of Business, University of Denver in 2008

BSBA, Business Administration, emphasis in Marketing Communications

## SOCIAL NETWORKING PROFILES

Online Visual CV: [www.visualcv.com/gdlisp0](http://www.visualcv.com/gdlisp0)

## AFFILIATIONS

Daniels College of Business Alumni Association  
University of Denver Alumni Association