

Kay L. Midthun

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PROFILE

Energetic, creative and analytic marketing leader with more than 20 years of experience. Demonstrated success in developing and executing multi-channel marketing strategies on time and on budget that hit targeted goals. Excellent oral, written, presentation and interpersonal communication skills, and ability to lead and collaborate with stakeholders, partners and teams at all levels to achieve goals.

PROFESSIONAL SKILLS

Strategic Marketing and Communications

Branding | Content Strategy | Marketing Analytics | Problem-Solving | Product Marketing | Presentations | Relationship-Building | Sales Enablement | Solutions Marketing

- Developed strategies and managed marketing campaigns from establishment of the creative brief to asset and web development, from campaign execution to analysis.
- Created multi-channel marketing campaigns including email, website, advertising, social media, content, public relations, video, printed and electronic brochures, direct mail, sales and agent marketing tools, presentations, events, trade shows, webinars and more.
- Collaborated with colleagues to understand and define customer segments, profiles and personas, incorporated the customer voice, and translated insights into successful campaigns.
- Conducted market research and utilized secondary research, trends, market analysis, customer feedback, testing, web analytics, competitive intelligence and best practices to make strategic decisions.
- Managed websites, including structure, user experience, functionality, content and website patching. Led migration to new web hosting provider and developed website redesign plan.
- Established meaningful metrics, measured and analyzed results, identified trends, developed strategies to optimize campaigns, and created reports and dashboards for senior leaders.
- Selected vendors, negotiated contracts, collaborated with external agencies, consultants and partners, managed relationships and evaluated their performance.

Project Management – Demonstrated success in simultaneously initiating and managing multiple, complex campaigns and projects from ideation to completion, consistently meeting milestones, deadlines for deliverables and targeted outcomes.

Team Leadership – Successfully led and inspired direct reports to achieve higher levels of performance, set priorities, allocated resources, recruited, developed onboarding plans, trained and coached team members, guided skill development and growth, established a positive and productive culture, set SMART goals, provided ongoing feedback and conducted performance appraisals.

Workplace Skills - Proficient in Microsoft Office Suite. Skilled in WordPress website content management system (CMS) and SharePoint enterprise information portal. Understanding of Adobe Design Suite. Experienced with a Customer Relationship Management (CRM) platform and marketing automation. Familiar with Google Analytics. Experienced in developing and managing budgets.

ACHIEVEMENTS

- Researched an industry to identify stated and unstated pain points, and created and implemented a multi-channel product marketing strategy for the market segment, which became the largest revenue-producer in the company, more than double that of any other segment.
- Increased website traffic by 56% in one year through a comprehensive web strategy.
- Consistently achieved email open rates and click-through rates that were double and triple industry averages, and surpassed conversion rate goals.
- Developed a brand strategy and executed a successful rebrand that elevated professionalism, conveyed brand value and strengthened the company's reputation.
- Accepted official membership in the invitation-only Forbes Communications Council and share content as a member of Expert Panels to educate professionals through published content.
- Created and executed a social media strategy, increasing Facebook friends from 575 to more than 10,000 in one year, developing a LinkedIn group that engaged the target audience, and exceeding business benchmarks for Twitter engagement.
- Established and executed a change management merger communications plan, which was adopted by the company nationally, received positive feedback from internal and external audiences, and resulted in a smooth transition.
- Earned three Inspiring Excellence Awards at TDS Telecommunications, the company's highest award presented.

PROFESSIONAL EXPERIENCE

Director of Marketing, Wisconsin Reinsurance Corporation

Associate Manager, Strategic Vertical Marketing, TDS Telecommunications Corporation

ADDITIONAL LEADERSHIP AND MANAGEMENT EXPERIENCE

President of Board of Directors, Literacy Network of Dane County, 5 years

President, Sales & Marketing Executives of Madison, Earned National Chapter of the Year Award

President, American Marketing Association, Madison Chapter

EDUCATION

Digital Marketing and Social Media Diplomas, Grade Point 4.0, Graduation 2019, Madison College

Master of Business Administration, Summa Cum Laude, Edgewood College

Bachelor of Arts, Journalism – Public Relations, University of Wisconsin-Madison