

Kay L. Midthun

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PROFILE

Energetic, creative and analytic marketing leader with more than 15 years of experience. Demonstrated success in developing and executing integrated 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, vendors and team members at all levels to achieve goals.

PROFESSIONAL SKILLS

Strategic Marketing and Communications

- Developed strategies and managed multi-channel marketing campaigns from establishment of the creative brief to asset and web development, from campaign execution to reporting.
- Created integrated marketing campaigns including email, landing pages, digital advertising, social media, content, public relations, video, printed and electronic brochures, direct mail, events, trade shows and webinars.
- Utilized lead generation, promotions, web optimization and customer engagement to increase conversions.
- Wrote hundreds of news releases, newsletter articles, brochures, corporate communications and RFP responses.
- Collaborated with colleagues to understand and define customer segments, profiles and personas, incorporated the customer voice, and translated insights into successful campaigns.
- Utilized primary and secondary research, trends, market analysis, customer feedback, testing, web analytics, competitive intelligence and best practices to make strategic decisions.
- Established meaningful metrics, measured and analyzed results, identified trends, developed strategies to optimize campaigns, and created reports and dashboards for senior leaders.
- Identified vendors, negotiated contracts, collaborated with external agencies, consultants and vendors, 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 projected outcomes. Skilled in evaluating processes, developing workflow improvements, rolling out new workflows and monitoring processes.

Personnel Management - Successfully led and inspired direct reports to achieve higher levels of performance, built teams, set priorities, allocated resources, recruited, developed onboarding plans, trained and coached team members, guided skill development and growth, set SMART goals, provided ongoing feedback and conducted quarterly performance reviews.

Workplace Skills - Proficient in Microsoft Office Suite, including Word, Excel, PowerPoint and Outlook. Skilled in WordPress website content management system (CMS), SharePoint enterprise information portal, Asana Project Management Software and Adobe Photoshop. Experienced with a Customer Relationship Management (CRM) platform and marketing automation. Familiar with Google Analytics. Experienced in developing and managing budgets.

ACCOMPLISHMENTS

- Created and implemented a comprehensive strategy for a market segment, which became the largest revenue-producer in the company, more than double that of any other segment.
- Incorporated targeted messaging based on current trends, featured a nationally known speaker and utilized marketing automation to increase Webinar series response by more than 8x.
- 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 nationally, received positive feedback from internal and external audiences, and resulted in a smooth transition.
- Initiated campaigns to align messaging and content with the Buyer's Journey.
- Developed strategies and managed a project to redefine sales proposal design and content, resulting in a 201 percent increase in conversion rate.
- Achieved an industry-leading Customer Retention Rate by collaborating with cross-functional teams and delivering on the brand promise.
- Initiated and implemented the company's first, national Account-Based Marketing Program for customers with the highest revenue and growth potential.

PROFESSIONAL EXPERIENCE

Associate Manager, Strategic Vertical Marketing, TDS Telecommunications Corporation
Marketing Director, McGladrey & Pullen Accounting and Business Consulting

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 Degree - Online Program, Grade Point: 4.0, Graduation May 2019, Madison College
Social Media Certificate, Madison College, 2018
Master of Business Administration, Summa Cum Laude, Edgewood College
Bachelor of Arts, Journalism – Public Relations, University of Wisconsin-Madison