

KC MUIR

ELITE MARKETING STRATEGY

EDUCATION

CALIFORNIA STATE UNIV.

Master of Arts

Communications Management

HARVARD UNIVERSITY

Business Certification

Digital Marketing Strategy

HIGHLIGHTS

Generated **45M+** in revenue

Led a full corporate re-brand

Over **100K** email marketing leads

Landed ABC's *The Bachelorette*

Signed NFL star "Gronk"

200K for Tiger Woods' charity

Google ratings - 3.0 to **4.8**

Achieved margins of **67%** YOY

Dozens of TV interviews

Landed **Fortune 500** accounts

Managed teams & **M\$** budgets

Gained **30K** video subscribers

Countless event sell-outs

Dozens of new product launches

Interned for ESPN

CONTACT

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PROFILE

I lead winning, creative, omnichannel marketing that generates thousands of leads and millions in revenue. My skills bridge the gap between performance marketing, creativity, and data science while balancing between strategy and roll-up-your-sleeves execution. My clients and colleagues know me as an authentic, creative leader who creates exceptional customer experiences and executes cutting-edge marketing projects across multiple business units, geographies, and industries. My passion and deep experience in fueling performance drivers and implementing solutions that enhance business outcomes will be a significant asset to your marketing team.

RECENT EXPERIENCE

PRINCIPAL CONSULTANT

Muir Executive Consulting | 2019 -

C-level consultancy devoted to enhancing brand visibility, expanding sales channels, amplifying market share and creating enduring lead gen strategies.

- Designed email marketing campaigns that saw a **700%** increase in sales inquiries for new commercial investment opportunities at Caliber Real Estate.
- Tactfully developed email marketing campaigns for LaCure Villas, leading to a **129%** surge in luxury vacation bookings.
- Transformed RocketFuel's B2B sales strategy, retooling underperforming channels and implementing scalable initiatives to position the company as a leader in merchant crypto processing. Resulting in **thousands** of new leads.
- Piloted lead gen and brand awareness programs at Sagetech Avionics, resulting in a **137%** increase in web traffic and dozens of high-value leads.
- Skillfully designed new innovative sales and marketing tactics at Orange Logic, facilitating the acquisition of several **Fortune 500** clients.

SR DIRECTOR OF MARKETING & SALES

The Fruit Company | 2022-24

Led change management, transforming a stagnate e-commerce business into a high-octane lead-gen engine using a tactical, customer-focused marketing strategy prioritizing retention, engagement, high margins and judicious spending.

- Resurrected deteriorated marketing programs (email, affiliate, PPC, SEO, Social, influencer, etc.), achieving a **300%** year-one ROI in the face of a recession.
- Landed a contract with ABC's hit television show *The Bachelorette*, which featured The Fruit Company in a 2023 episode and generated significant brand awareness.
- Implemented a new CRM and guided the corporate sales and account management teams, achieving **67%** YOY margins and **77%** retention rate.
- Successfully built a lucrative e-commerce store on Amazon while also landing contracts with Walmart, Kroger, Target, and Macy's.
- Drove the onboarding and operationalization of new tools and features, including a comprehensive change management plan.

KC MUIR

ELITE MARKETING STRATEGY

INDUSTRIES

Travel & Tourism, Advertising, Aerospace, Analytics, Business, Consumer Services, Crypto, Cybersecurity, E-commerce, Education, Entertainment, Finance, Food & Beverage, Government, Manufacturing, Non-Profit, Real Estate, SaaS, Sports, Technology, Telecom, and Video Streaming

TOP SKILLS

Strategic Planning and Leadership
Customer Lifecycle Management
GTM Strategy & Execution
Channel Strategy Development
Data Analytics and Reporting
Project & Stakeholder Management
Cross-Functional Leadership
Budget and Resource Mgmt.
Segmentation & Targeting
Digital Campaign Management
Marketing Automation Strategy
Paid / Organic Social Media
Search Engine Optimization
Paid, Display, OTT Management
B2B / B2C / D2C / ABM

PORTFOLIO

(scan below)



EXPERIENCE (continued)

SR DIRECTOR OF MARKETING & TOURISM

Mount Hood Railroad | 2022-24

Governed the foundation of tourism operations at the MHR (subsidiary of The Fruit Company), guiding the new division to a **two million** first-year net profit.

- Administered marketing operations for new tourist attractions, including train tours, gift shops, e-bike rentals, museums, railbikes, orchard tours, group tours, and holiday events, achieving notoriety and consistent sell-outs.
- Built lasting relationships with local media (Portland, OR) that garnered dozens of free TV and Radio interviews, significantly bolstering website traffic (**60%**)
- Achieved a **227%** second-year ROI, shattering expectations.

GLOBAL CONTENT MARKETING MANAGER, ANALYTICS

Experian | 2021 (Contract)

Directed marketing projects for the global Decision Analytics team, adeptly executing complex go-to-market plans for new enterprise solutions.

- Led campaign management for new products, including writing business requirements for prioritization, and delivered recommendations to company executives.
- Constructed a comprehensive and scalable marketing content library designed to support regional and global teams effectively for years to come.
- Managed international projects, collaborating with key stakeholders and external agencies.

VP OF MARKETING OPERATIONS

Vidgo | 2021 (Contract)

Spearheaded the reorganization of marketing and operations, including building sustainable lead generation and customer retention programs.

- Overhauled digital marketing programs, resulting in **30,000** new subscribers (to date), a **108%** increase in web traffic, and a churn reduction of **20%**.
- Sourced, negotiated, and closed the deal for Vidgo's new brand ambassador, NFL star Rob Gronkowski. Built and launched a comprehensive influencer marketing strategy built upon the Gronkowski brand.
- Built partnership deals with T-Mobile, Roku, LG, Samsung, Magnolia, and others.

DIRECTOR OF GLOBAL MARKETING

MixMode | 2018-19

Spearheaded change management and marketing efforts at PacketSled leading a full re-branding of the company to an AI-focused organization (MixMode).

- Expertly guided the organization through a comprehensive corporate rebrand, encompassing the creation of a new company logo, a new product launch, and the redesign and deployment of a new website.
- Generated hundreds of new B2B sales leads, directly contributing to well over **four million** in YOY growth.