

KC MUIR

MARKETING EXECUTIVE

(949) 742-4132

kcsm.oc@gmail.com

Pacific Northwest
- willing to relocate -

EDUCATION

CALIFORNIA STATE UNIV.

Master of Arts

Communications Management

HARVARD UNIVERSITY

Business Certification

Digital Marketing Strategy

HIGHLIGHTS

- ✦ Signed NFL star "Gronk"
- ✦ Generated **45M+** in revenue
- ✦ Landed ABC's *The Bachelorette*
- ✦ **200K** for Tiger Woods' charity
- ✦ Thousands of new sales leads
- ✦ Google ratings - 3.0 to **4.8**
- ✦ Achieved margins of **67%** YOY
- ✦ Dozens of TV interviews
- ✦ Landed **Fortune 500** accounts
- ✦ Led a full corporate re-brand
- ✦ Managed teams & **M\$** budgets
- ✦ Gained **30K** video subscribers
- ✦ Countless event sell-outs
- ✦ Interned for ESPN

LINKS

LINKEDIN

[linkedin.com/in/kc-muir](https://www.linkedin.com/in/kc-muir)

WEBSITE

www.kcmuir.net

PROFILE

I create winning, brand-building marketing that generates thousands of leads and millions in revenue. My skills bridge the gap between digital 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.

RECENT EXPERIENCE

DIRECTOR OF SALES & MARKETING

The Fruit Company | 2022-24

Transformed 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 (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 heavily in a 2023 episode.
- Expertly guided high-performance corporate sales and account management teams, achieving **67%** YOY margins and **72%** retention rate.
- Successfully built a lucrative e-commerce store on Amazon while also landing contracts with Walmart, Kroger, Target, and Macy's.

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 and 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 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 projects with key international stakeholders and external agencies in the creation of high-impact sales enablement materials and advanced campaigns.
- Constructed a comprehensive and scalable marketing content library designed to support regional and global teams effectively **for years** to come.

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INDUSTRIES

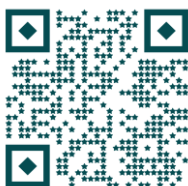
Advertising, Aerospace, Analytics, Business, Consumer Services, Crypto, Cybersecurity, E-commerce, Education, Entertainment, Finance, Food & Beverage, Government, Manufacturing, Non-Profit, Real Estate, SaaS, Sports, Technology, Telecom, Tourism, Video Streaming

TOP SKILLS

- ❖ Product & Digital Marketing
- ❖ Email & SMS Marketing
- ❖ Affiliate Program Mgmt.
- ❖ Sales Support / Lead Gen
- ❖ Go-to-Market Strategies
- ❖ Paid / Organic Social Media
- ❖ Influencer Marketing Mgmt.
- ❖ E-Commerce Marketing
- ❖ Data Analytics and Reporting
- ❖ Search Engine Optimization
- ❖ Paid, Display, OTT Mgmt.
- ❖ Tourism & Event Mgmt.
- ❖ Team / Budget Management
- ❖ B2B / B2C / D2C / ABM

PORTFOLIO

(scan below)



EXPERIENCE (continued)

VP OF MARKETING OPERATIONS & STRATEGY

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.
- Instrumental in sourcing and finalizing advertising and **partnership** deals with T-Mobile, Roku, LG, Samsung, Magnolia, and others.

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 campaigns that saw a **700%** increase in sales inquiries for new commercial investment opportunities at Caliber Real Estate.
- 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.
- Tactfully developed email campaigns for LaCure Villas, leading to a **129%** surge in luxury vacation bookings during the height of the pandemic.
- Skillfully designed new innovative sales and marketing tactics at Orange Logic,

DIRECTOR OF GLOBAL MARKETING

MixMode | 2018-19

Commanded the marketing efforts at PacketSled Cybersecurity in 2018 and led a re-branding of the company to an AI-focused organization (MixMode) in 2019.

- 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.
- Implemented a fresh messaging approach emphasizing the organization's cutting-edge AI-driven technologies while identifying and addressing a significant industry-wide pain point (false positive reduction).

HEAD OF MARKETING - iPayables | 2012-17

PR MANAGER - Tiger Woods Foundation | 2011-12

EXECUTIVE LEADER - Newport Beach Film Festival | 2010

MEDIA INTERN - ESPN | 2007