

# KAITLYN THOMAS

Denver, CO

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## Creative Marketing Director

**Product Positioning**  
**Digital Design**  
**Team Leadership**

**Brand Identity**  
**Website Optimization**  
**Creative Strategy**

**Degrees:** BS, Design & Merchandising, Colorado State University  
**Industries:** E-Commerce, Consumer Goods, Apparel

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### TECHNOLOGIES

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Adobe Illustrator  
MS Office  
Digital Photography  
Hootsuite

Adobe InDesign  
Google Analytics  
HTML/CSS  
Hubspot

Adobe Photoshop  
CRM / Marketing Automation  
SEO / SEM  
Zoom / Slack

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### WORK HISTORY

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**Marketing Director**, RuMe Inc, *Centennial, CO*

**Jul 2020 - Present**

- Created, synthesized, and held cross-functional departments accountable for upholding a combined marketing / production calendar, generating revenue growth of 67% over plan in Q3
- Optimized product catalog & pages on myrume.com, increasing average load speed by 189%
- Improved overall conversion rate from 3.36% to 4.13%, and increased total checkouts by 23%
- Instigated technical SEO project that gave a 41% rise in direct traffic
- Directed SM influencer campaign, reaching 450K users with 84 unique posts and 4.5% CTR
- Grew email list from 180K subscribers to 256K subscribers with average 16.6% conversion rate
- Negotiated 50% cost reduction of CRM software, while increasing storage & emails by 100%

*Board of Directors Unexpectedly Liquidated RuMe, Inc in October 2020*

- Capitalized on existing digital assets & in-place marketing strategies to sell through 2.6M pieces [6-9 months' supply] of inventory within a 6-week period
- Streamlined inventory management and digital content marketing process, creating efficiencies to individually execute all functions in marketing, ecommerce operations, & order fulfillment

**Marketing Manager**, Strut Shoes, *Denver, CO*

**Dec 2019 - Jul 2020**

- Introduced content strategy to social media, achieving 5.84% engagement & 2.2% conversion
- Planned, styled, and executed professional photography, mood boards, and campaigns for 1000 unique products on model and flat-lay for website, marketing materials, and social media
- Redesigned email visual standards and content, improving email metrics from 11.6% CTR and 0% CVR to 23.9% CTR with 2.7% CVR
- Generated highest single grossing sale of 2020 through personalization during Covid-19 closure

**Co-Founder / Creative Director**, Nuorikko, LLC, *Denver, CO*

**Oct 2016 – Dec 2019**

- Received 3 international awards for creating SaaS custom fit technology platform based in UX/UI principles, reimagining alternative to traditional design & marketing of women's apparel
- Achieved gross revenue increase of 150%+ month over month
- Planned & executed seasonal runway shows with live streaming + shopping on social media, plus ecommerce and digital marketing blasts to elevate event performance and drive conversion
- Translated product positioning, site and email performance data, plus marketing strategies into effective campaigns using video, mobile apps, and traditional + ecommerce retail experiences
- Ideated & executed brand development, identity, and digital experience across all touchpoints

**Senior Designer – Spyder**, Global Brands Group, *Boulder, CO*

**Jan 2016 – Mar 2017**

- Directed creative development & strategy for product categories in excess of \$90M wholesale, ensuring consistency of the brand expression across Men's, Women's, & Kids categories
- Translated product positioning strategy into creative briefs & pitch decks, gaining buy-in from sales reps, investors, and cross-functional brand partners for evolution of brand standards
- Increased luxury outerwear sell-through 28% by strategically developing a partnership between 40th Anniversary Spyder Heritage campaign and U.S. Olympic Ski Team official uniforms
- Managed digital database and product catalog for wholesale and ecommerce, matching styles with up-to-date product drawings and technical photography for 800 SKUs per season

**Designer**, The Sports Authority, *Denver, CO*

**Mar 2013 – Jan 2016**

- Applied brand and creative strategy to develop and promote products for 7 unique brands across \$100M private label business for Men's, Women's, and Children's apparel
- Oversaw & managed communications, specifications & individual development calendars for 30+ unique factories, suppliers, and partners each season
- Introduced \$280K in new business by utilizing analytics & market research to develop private brand Slalom to fill whitespace in leisure snowsports
- Collaborated with business partners and senior executives on all project milestones; from conception and planning, to execution and production, marketing, and sales analysis
- Traveled to 8-10 different markets throughout the U.S. and Canada to conduct qualitative and quantitative research, interpret and connect with competitors, and adapt to global trends

**Founder / Creative Director**, KaiT Design, *Fort Collins, CO*

**Aug 2007 – Jul 2012**

- Founded domestic Women's apparel company focused on sustainable, local production, growing and maintaining a network of 8-15 freelance and creative production resources as well as domestic and international suppliers
- Created and managed ecommerce website, inventory, and fulfillment of 2 lines per year across ecommerce, wholesale, and direct-to-consumer events
- Lead and oversaw all marketing creative development (photography / videography, product design, and branding) across digital and traditional channels and mediums

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## EDUCATION

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**B.S., Apparel Design & Merchandising**, Colorado State University

**2003 – 2007**

- Honors, Cum Laude

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## ADDITIONAL EXPERIENCE

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### ➤ Achievements

#### **Nationally Recognized Entrepreneur**

*Top 50 Tech Company Award: Fashion Technology* (InterCon, 2019)  
*Best New Ethical Fashion Brand* (Denver Startup Week, 2018)  
*Rising Star Winner* (Fashion Group International, 2011)

**Designed & Developed U.S. Olympic Ski Team Official Gear** (2018)

### ➤ Additional Experience

#### **Fashion & Lifestyle Blogger (2019 – Present)**

- Designed and developed website, branding, social media platforms, and complete content strategy for [studdedsidewalks.com](http://studdedsidewalks.com)
- Grew social media followers from 300 to 5700 through organic engagement
- Styled and produced fashion & lifestyle photography for 2+ shoots / week
- Media relations with local and national partners and affiliates including knowledge of media operations, newsroom responsibilities and editorial decision-making
- Negotiated affiliate partnerships with international brands, and leveraged analytics and strategic campaign metrics for 3-4 individual brands & campaigns per month

#### **Freelance Creative, Graphic, & Web Design (2011 – Present)**

- Styled, photographed, edited, and published product photos, content, & complete marketing campaigns across digital marketing, traditional marketing, social media, and ecommerce platforms including Wordpress, Shopify, Squarespace and other platforms
- Created and managed websites, brand identity, social media campaigns, and ecommerce inventory for 3-5 brands at one time
- Nationwide clients include J.W. Marriott, My Big Fake Wedding, Mary Kay, Denver Center Alliance, Your Castle Real Estate, & U.S. Army Corps of Engineers

### ➤ Volunteering

**Art Director & Stylist**, Courageous Faces Foundation, Denver, CO (2017 – 2019)

### ➤ Professional Training & Certifications

**Professional Certificate, Digital Marketing**, Shaw Academy (2020)  
**CPD Professional Photography Certificate**, iPhotography.com (2020)  
**Global Business Mentorship Intensive**, Industry Rockstar (2017 - 2019)  
**Trout Tank Pitch Accelerator**, Denver Chamber of Commerce (2017)

### ➤ Associations

**Member**, Denver Chamber of Commerce (2017 – 2019)  
**Member**, Fashion Group International (2003 – Present)