

Kate Hagerty

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Client Service Expert & Partnership Maximizer known for building long-term strategic relationships at all levels within an organization. Proven excellence at anticipating and solving problems by applying insight from data to develop integrated B2B/B2C marketing strategies that impact customer acquisition and retention. Skilled at uncovering new revenue opportunities that optimize the client experience and drive the company's bottom line. Decisive, results oriented leader with demonstrated ability managing complex projects and collaborating with cross-functional teams. Specific expertise in:

- Strategic Partnerships
- Customer Experience Leadership
- Marketing
- Strategy Development
- Client Service & Consulting
- Voice of the Customer
- Process Improvement
- Project Management
- Client Satisfaction

Professional Experience

Soul Purpose – Denver, CO

2014-Present

Nationally recognized private executive and entrepreneurial business coach. Sought out and known for deep insight and transformational results. Exceptional at building trust, active listening and non-negotiable accountability. Clients provided with 1:1 support and clear direction to meet/exceed highly personal goals and excel professionally.

Founder & CEO

- Build customized products, strategic programs and outline clear roadmap to meet/exceed client satisfaction and drive revenue goals.
- Continually develop new product offerings to upsell and optimize client experience, leverage voice of the customer research through 1:1 research, email, social media and digital solutions.
- Keynote speaker and breakout session leader at professional conferences and events
- Conduct corporate training and workshops e.g., hiring practices, mastering gender differences in the workplace to drive more effective ROI or value for the team or business.

Zoola – Denver, CO

2010-2014

Automated rewards platform for retailers that drove loyalty and built B2B sales through integrated marketing campaigns. Consumers rewarded for increased engagement at participating local and online businesses.

Director of Marketing

Director of Merchant Experience

- Managed cross functional collaboration with sales, creative and product to rebuild entire merchant acquisition and onboarding process. Developed B2B Merchant Referral Program, promotional calendar and sales enablement materials to expand merchant base and ensure successful product launches.
- Built Zoola's first tele-prospecting initiative and identified transformational CRM software in partnership with analytics and IT, resulting in 267 new merchants, 363 new merchant locations, a 400% increase over 2010 and \$1M in merchant revenue.
- Created strategic roadmap to acquire and retain merchants, drive B2B revenue and loyalty, increase client satisfaction and acquire consumers through integrated marketing initiatives including email, social media and digital solutions.

Silpada Designs – Denver, CO**2008-2010**

Originated as a home-based business that flourished into a multimillion dollar company featuring .925 sterling jewelry, belts and watches, handcrafted by worldwide, renowned artisans.

Independent Representative

- Exceptional client service and ability to earn trust and develop long-term relationships with clients resulted in securing over \$321,600 in revenue; Recruited, trained and mentored a team of 10.
- Achieved: Sterling Club 2009, 2010; Soar 2009, 2010; Viva La Diva trip to Barcelona in 2010; Leadership Conference 2010.

McClain Finlon Advertising – Denver, CO**2007-2008**

Large advertising and interactive agency with a wide range of clients including Breckenridge Ski Resort, Qwest Communications, Dell, John Manville and State Farm Insurance.

Account Director

- Brought in to help rebuild, strengthen and grow agency relationship with client. Directed Qwest Retail and Collateral business divisions representing 106 retail locations in 14 states in excess of \$10.5M in revenue.
- In partnership with creative team, developed first collaborative, streamlined planning process that involved the client, secured client approval upfront and simultaneously met their quarterly promotional and financial goals.
- Led, managed and coached account team to deliver higher level of client satisfaction and increase internal productivity through proactive communication with 25 cross functional team members in execution of complex advertising programs.

Encore Group, Senior Staffing Director – Chicago, IL**1987-2007**

HomeLife Furniture Corporation, **Strategic Marketing Manager** – Hoffman Estates, IL

Ambrosi and Associates, Inc., **Account Director** – Chicago, IL

Showtime Networks Inc., **Account Manager** – Chicago, IL

LEXIS/NEXIS, **Senior Account Executive**– New York, NY and Chicago, IL

- At Encore Group, recruited top talent for Fortune 500 clients in marketing communications, advertising and public relations. Secured \$350K in revenue in first 13 months.
- Reallocated HomeLife Furniture Corporation's \$65M advertising budget and co-led re-brand initiative encompassing outdoor, national print and media, TV, radio for 130 stores in 28 states. Successfully launched six new stores; each met or exceeded sales plan.
- Managed and directed Sears Hardline and Softline accounts at Ambrosi, representing multibillion dollars in annual sales. Closed \$1.5M in new Craftsman business for agency.
- Conceived and executed global marketing and promotional strategies with Sears' corporate marketing including Sears Days, Back to School, Holiday and Craftsman Club.
- Delivered \$5.5M for LEXIS/NEXIS by securing multiple long-term signed contracts with company's top 15 revenue generating law firms.

EDUCATION

Bachelor of Arts, Psychology – Miami University, Oxford, OH

CERTIFICATION

~Dale Carnegie Sales & Speaker Series ~Xerox Professional Sales & Presentation Skills

~National Sales Association (NSA) Speaker Academy

AWARDS

LEXIS/NEXIS Pony Award — Sole recipient in the company for double-digit territory growth.

SKILLS

Microsoft Word, PowerPoint, WordPress, LEXIS/NEXIS Research Platform, Survey Monkey