

# Kathleen Mulhern

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**EXECUTIVE SUMMARY:** **Executive Marketing Professional** with significant experience creating communications strategies and managing integrated campaigns across multiple platforms. Strong creative writing abilities and design mind with excellent project management skills to lead teams in creation of polished communications assets.

**Key qualifications:** strategic thinking; creative problem solving; global Ad Agency (McCann-Erickson), mid-size & startup experience; diverse category expertise: wine/liquor, retail, jewelry, hospitality, healthcare, consumer packaged goods & fintech.

## **PROFESSIONAL EXPERIENCE:**

**Gabriel & Co., NY**

2021-present

Report to both Co-Founder/EVP Sales & Marketing

- Authored positioning strategy, trademarked tagline (Ignite Your Spirit) & branding campaign (videos, online/social, print, etc.)
- Developed & managed in-store & online Free Gift with Purchase Integrated Holiday Campaign to lift YOY Sales
- Developed & managed in-store & online promotional campaigns: Honeymoon Giveaway, *Business Wars* Podcast, Events
- Collaborated with Fashion & Bridal Sales Directors to create Retailer Pitch Videos and Print/Digital Prospecting Campaign

**ThunderHouse LLC, NY**

2002-2020

Partner/Co-Founder & Communications Consultant

Launched a communications strategy and consulting company with CEO / former McCann-Erickson Vice Chairman. Developed proposals and client strategies. Managed design and tech teams to produce brand identity communications (logos, websites, videos, brochures, catalogues). Produced advertising creative assets and managed teams in executing across 360° marketing campaigns (tv, print, event, email, direct, PR, social, online, mobile, SEM, etc.).

Clients include:

**Gary's Wine & Marketplace, NJ & CA**

- Consulted to owner & marketing director of wine franchise to grow revenues, from \$40M to \$70M+ over 10 years
- Utilized TV, radio, newspaper advertising, direct mail, online ads, Google AdWords, social media, events, PR
- Managed external vendors (production company, media buying and direct agencies) to execute marketing plans
- Wrote, directed & produced over 15 TV Ads (2011 Telly Winner) and 20 online videos

**Anitanja Jewelry LLC, NY**

- As Chief Marketing Officer (CMO), developed market positioning & brand look & feel for startup jewelry company
- Managed design / IT team to create e-commerce website and jewelry catalogue; wrote all copy; directed photoshoots
- Executed marketing strategy, managing external PR, online advertising and generating revenue via HSN TV partnership, Caribbean / US retail store placements, Javits trade show, trunk shows and e-commerce website

**LaMantia Gallery Inc., NY**

- Developed business strategies and marketing communications to grow revenue by 80% over two-year period
- Utilized special events, new artist openings, email marketing, Google AdWords, online advertising, social media

**Daniel / Private Equity Investor, Thailand**

- Served as communications strategist to individual venture capitalist on businesses investments and funded start-ups
- Wrote all copy for brand assets, advertising and press releases for companies: BeeComm (POS), Waterbears (toy), Mailsurance (cyber security insurance startup), biomarker technology startup, reproductive medicine device startup

**Greenwich Marketing Group, NY**

- Worked with CEO of brand positioning strategy company on clients: Neutrogena, Lubriderm, Johnson's Soft, Coppertone, Carefree, Bausch & Lomb, BioTrue, Chase Freedom, Bank of America, JP Morgan Chase, Metropolitan Museum of Art
- Summarized focus group research and client meetings; reviewed and formatted all presentations and proposals

**Caille Blanc Villas LLC, NY**

- Managed marketing for Caille Blanc Villas, a boutique luxury St. Lucia resort; growing annual revenue from \$0 to \$600,000, over a five-year period; achieving WSJ "Home of the Day" (2012) and Sports Illustrated Swim Suit Edition photo site (2014)
- Wrote villa marketing copy for network of online travel sites, promotional fitness getaway microsites and flyers

**CBX, NY**

- Collaborated with CEO on new business development for CBX, a packaging & corporate identity company
- Wrote/edited Chairman bios, PR profiles, Top Small Business in America application, CEO memoirs

**McCann-Erickson Advertising / WorldGroup, NY**  
Reported to both Vice Chairman and Chief Media Officer

1995-2002

Managing Director (2001–2002)  
World Group Ventures Associate (2000–2001)  
Interactive Director (1997–1999)  
Account Executive / New Media Project Manager (1995–1997)

- **Tiffany & Co.:** built its first website, www.Tiffany.com; handled client management and all presentations
- **L'Oreal Cosmetics:** managed Spring & Fall '97 site updates; proofed/edited all copy; supervised site design
- **Marriott Hotels:** pitched, won and executed a Weekend Getaway Package microsite
- **Lucent Technologies:** worked on the company launch and its 1st print, TV, radio and outdoor campaigns (global and domestic)
- **Memorial Sloan-Kettering:** supervised creative and media teams, managed client approval process, competitive and ad spend

**Young & Rubicam, NY**

1994–1995

Account Coordinator

- Provided Account and presentation support on General Foods Intl Coffee, Lufthansa, UPS accounts

**EDUCATION:**

**University of Notre Dame (Indiana) - B.A. English & Public Policy *Summa Cum Laude Distinction* GPA: 3.8** 1992

**University of Reading (England) - M.A. International Studies - *Rotary Ambassadorial Scholar* – Full Tuition** 1993

**School of Visual Arts (NY) - Design Training: Poster, Editorial, Painting, Photography, Interactive** 1998 -2000

**The Grove (CA) - Graphic Facilitation and Virtual Meeting training** 2005, 2016

**Institute for Integrative Nutrition (NY) – Certified Holistic Health Coach** 2012 - 2013

**SKILLS:**

Microsoft / Mac Office Suite, PowerPoint, Excel, Word, G-Suite, Google SEM, Constant Contact, Quicken, Salesforce, Concur, Box, WebEx, Jabber, Zoom, Skype, What's App, Slack, MSTeams, Wageworks, PeopleSoft Financials