

KATHLEEN (McNEILL) TRESTRAIL

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PROFILE

An exceptionally creative and community-focused brand builder with over ten years of diverse experience in communications, digital marketing, and social media. Adept at creating strategic and innovative marketing campaigns, managing teams, and coordinating multi-vendor projects. Proven leader with a history of managing diverse teams. Expert at fostering relationships, maintains a healthy balance of creativity and business acumen.

EXPERIENCE

Overhaul

May 2022 – present

Director of Brand Strategy

Leads all brand marketing and communication activities including digital marketing, public relations, social media, and external communications. Manages content and design teams, partners with stakeholders across the company, including people operations, customer success, and the executive team. Led full rebrand including logo, brand story, and new website in July 2022. Managed communications surrounding company funding and acquisition in February 2023.

- Directs all global PR activities, working with regional agencies in North America, Ireland, Mexico and Brazil. Highlights include features in TechCrunch, Fast Company, WSJ, The Sunday Times, and El Pais.
- Manages all social media channels, developing strategies and running campaigns. On LinkedIn, consistently have over 7% engagement on posts and grow following by over 150% YoY.
- Designs, updates, and maintains the website with new content and design regularly. Strategizes to improve conversion rates, SEO rankings, and messaging.
- Coordinates multi-lingual communications to target specific regions around the world, including managing translations and working with in-region teams.
- Stewards brand guidelines, works with UX and product teams to ensure continuity across all products.

D4DT

October 2020 – January 2022

Head of Global Marketing

Oversaw all marketing, communications, and branding for B2B data management start up. Designed, directed, and led a rebrand of the company in November 2020, including logo, branding, website, investor deck, mission, and vision. Completed second website overhaul and redesign in March 2021.

- Planned, produced, and orchestrated marketing content strategy; worked with sales team to achieve goals.
- Collaborated with CEO and COO to define and retool the strategy and vision of the company.
- Created industry-specific branding for products; planned go-to market strategy

Point A / Georgia-Pacific

April 2019 – October 2020

Senior Communications Manager

Managed all communications, marketing, design, and branding efforts for Point A, a supply chain innovation hub founded by Georgia-Pacific with nearly 50 corporate members. Led the complete rebrand of the organization in 2019, including a new logo, website, and member communications.

- Responsible for developing and executing communications strategy, including design, implementation, and review.
- Directed and executed all digital marketing initiatives, including the build and updates to point-a.com, member portal, and company LinkedIn and Twitter pages.
- Designed, wrote, and sent monthly member newsletter.
- Supported events and programs like the first ever National Supply Chain Day and Supply Chain Innovators' Day.
- Created and managed all organization assets like overview decks, webpages, and fact sheets.
- Directed the creative vision and branding for all corporate videos, press releases, and reports.

EDUCATION

Bachelor of Arts

Communication +
Environmental Studies
Denison University

SPECIALTIES

Digital Marketing
Communications
Social Media
Innovation
Marketing Campaigns
Event Planning
Public Relations
Writing
Community Management
Branding
Design
Podcasts
Content Marketing

SKILLS

Microsoft Office
Mac OS
Google Docs
Adobe Photoshop
Adobe Illustrator
Basic HTML
Hootsuite
On Camera + Podcast Hosting
Wordpress
Wix
salesforce®
LinkedIn Ads + Insights
MailChimp
Hubspot
Demandbase

VOLUNTEER

+ FREELANCE EXPERIENCE

Denison University Alumni Club
Denison University Reunion
Committee, Former
Chair
Enchanted Closet, Volunteer
EventBrite, Managed #YesATL
Event Series
ALTA, Team Captain
Cornish American Heritage
Society, Webmaster +
Marketing

Sole Boutique

November 2015 – January 2018

Marketing Manager

Drove the strategy and execution of marketing programs for local fashion retailer and managed transition to new name and brand concept.

- Managed and created content for weekly and seasonal marketing campaigns for social media, email newsletters, in-store promotions, and local advertising.
- Created new brand toolkit for store name change and planned event to cap off transition.
- Oversaw in-store merchandising and directed new store design upgrades.
- Updated e-commerce site with product images and descriptions; kept inventory up to date.
- Monthly revenue increased an average of 15% over year prior with 12% increase in margins.

Hexagon AB

Integrated Marketing Programs Manager

April 2015 – October 2015

Promoted to new role, leading strategic marketing initiatives to sophisticate, amplify, and synchronize efforts across brands.

- Collaborated with global teams to elevate campaigns, product launches, and promotions.
- Strategized, created content, and served as host for HXGN TV and HxGN Radio.
- Managed co-branding for global strategic events, provided guidance on best brand marketing practices.

Digital Marketing Manager

February 2014 – April 2015

Served as thought leader to develop and implement online marketing strategies to meet corporate brand objectives.

Yelp.com

Community Director

December 2008 – September 2013

Developed and executed Yelp's marketing program throughout the Atlanta metro area. Conceptualized, planned, managed, and executed remarkable events and secured sponsors for complimentary food, drink, entertainment, photography, etc. Created innovative cross-promotional campaigns, educated business owners and consumers about the site. Grew active contributor base by 600% and reached over 4% of the target population.

Georgetown University

Assistant Director, Class Programs

January – November 2008

Environmental Law Institute

Individual Giving Manager

July 2006 – January 2008