

Michele S. Koch

C-Suite Advisor | Content Strategist | Brand Steward

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INNOVATIVE AND CREATIVE MARKETER WORKING WITH EMERGING AND BEST-IN-CLASS BRANDS

Multifaceted executive with expertise in creating brand storytelling and fostering strategic partnerships for multi-million dollar organizations. Exceptional ability to lead all aspects of the marketing matrix including: brand management, PR, communications, social and digital media, content development and agency management. B2B sales driver with proven track record of leveraging relationships to deliver and exceed volume targets.

- **Trusted C-Suite Advisor** with talent in creating linkage between teams and initiatives that breakdown silos and fosters collaboration.
- **Content Development Strategist** driving brand awareness across social platforms targeting customers and partners.
- **Brand Steward** ensuring brand values are reflected in all touch points through website, collateral, content, SEM/advertising.

Marketing Strategy ▪ Brand Management ▪ Partnerships ▪ PR ▪ Content Development ▪
▪ Social & Traditional Media ▪ Executive Leadership ▪ B2B Marketing ▪ Email Automation ▪
Product & Channel Marketing ▪ Communications ▪ Agency Management ▪ Stakeholder Relations

PROFESSIONAL EXPERTISE

CAN Capital – Kennesaw, GA

2015 – 2018

A FinTech and specialty finance pioneer providing \$7B in funding to 200,000 small businesses nationwide.

VICE PRESIDENT, MARKETING

In charge of the development and execution of overall marketing strategy for privately held financial services organization. Built brand affinity, increased customer loyalty, targeted new markets and established brand values to achieve business goals. Led and assembled B2B and consumer-facing departments, PR, Communications, Digital, Social and Strategic Partnerships, to create a clear vision for brand success. Reported directly to CEO.

- **Part of the senior leadership team. Led and mentored internal team of 8 FTEs**, external agencies and acted as a catalyst in influencing multiple cross functional teams.
- **Increased customer renewals by 30%** by designing consumer segments utilizing performance data and optimizing customer life-cycle marketing via multi-channel touchpoints.
- **Increased partner engagement and channel sales volume 20% YOY** by creating and improving partner life-cycle marketing thought email automation.
- **Increased website traffic by 50% and increased lead flow by 300%** by negotiating, winning and launching a \$14M competitive bid for an exclusive partnership with Entrepreneur Media, Inc.
- **Drove an increase in positive media placements by 45% YOY** by leveraging thought leadership and data-driven news stories.
- **Revitalized internal culture** by amending leadership values, developing executive internal communications and leading town hall meetings strategy.

Hothouse Inc. – Atlanta, GA

2013 - 2014

Full service marketing agency working with both world-class and emerging brands

DIRECTOR – ACCOUNT SERVICE & BUSINESS DEVELOPMENT (Contract Role)

Functioned as a client-facing business leader and project manager for top producing clients, including Showtime and Discovery Networks (\$1M in annual revenue). Oversaw all aspects of strategic planning to execution and spearheaded multichannel initiatives to drive client's new product/service and program launches.

- **Achieved 100% YOY increase** in business from the Showtime Networks account.
- **Collaborated with tech teams** to ensure proper prioritization of digital content, UX and reporting. Resulted in reoccurring client engagements and projects.

Crown Media Family Networks – New York, NY

2010 – 2013

Parent company to television networks: Hallmark Channel and Hallmark Movie Channel distributed nationwide to 86M homes

DIRECTOR MARKETING – Affiliate Distribution

Served as an integral leader in driving distribution for Hallmark Channel and Hallmark Movie Channel.

- **Established strategic partnerships with Martha Steward Living Omni Media and Hallmark Cards** to capitalize on opportunities to increase distribution and brand awareness.
- **Instrumental in growing Hallmark Movie Channel's reach by 20M households in < 3 years** by developing value-added programs and increasing awareness for distributor's digital bundled packages and services.
- **Ranked #1 by Beta Research Corp. for the highest percentage of clients recalling sales materials and trade ads.**
- **Generated over 100,000 Facebook likes** (*now referred to as followers boosting organic reach*) through a like-gated Holiday Facebook Sweepstakes leveraging top rated season content.

Gospel Music Channel – Atlanta, GA

2007 – 2009

An emerging digital cable and satellite television network currently known as UPTV

DIRECTOR MARKETING – Affiliate Distribution

Directed all marketing activities, including strategy development, strategic marketing, and distribution expansion, to support distribution for an emerging network devoted to Gospel and Christian music.

- **Contributed to 2X affiliate distribution with no incremental marketing spend** by developing a cause marketing program "National Gospel Heritage Month" and negotiating a strategic partnership with House of Blues to drive Brand awareness.
- **Generated over \$1M in media values and doubled website traffic** by developing company's first tent pole promotional effort across 35 markets.

Tennis Channel – Atlanta, GA

2005 – 2007

A television-based multimedia destination dedicated to the professional sport and tennis lifestyle

DIRECTOR MARKETING – Affiliate Distribution & Ad Sales

Headed all strategic marketing activities for the distribution and national advertising sales revenue streams.

- **Generated over \$750K in media value** by architecting a national, multichannel promotion for the French Open tennis tournament
- **Increased cable and satellite distribution by 10M homes** through effective sales collateral and campaign strategies

E! Entertainment Television – Windsor, CT

2003 – 2005

A television network available in over 80M homes nationwide.

ASSOCIATE DIRECTOR – Affiliate Sales

Drove distribution for E! Entertainment Television and the Style Network across a 7 state territory in the Southeast.

- **Surpassed sales quotas every year and expanded territory responsibility** by building relationships and increasing network value through the creation of innovative marketing campaigns and promotions

ADDITIONAL EXPERIENCE

Progressed throughout multiple marketing roles with **Scholastic**, **Bravo Networks** and **IN DEMAND Networks**

EDUCATION AND CERTIFICATIONS

Bachelor of Arts, Classical Studies ■ Hollins University – Roanoke, VA

Art History (Semester Study Abroad) ■ University of London – London, England

Facebook BluePrint Certification ■ March 2019 Expected

AWARDS & RECOGNITION

NYC Marathon Finisher (2018)

Women in Cable & Telecommunications (WICT) – Red Letter Awards – Rising Star (2009)

WICT Rising Leaders Program – 1 of 40 Women Selected in the Inaugural Class (2006)