

Carolyn Pohl

Strategic Marketing and Communications Leader

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EXECUTIVE PROFILE

Integrated marketing leader with 15+ years leading global campaigns, product launches, events, partnerships, and digital growth initiatives for technology organizations. Known for translating highly technical concepts into clear, compelling stories that resonate with both business and technical audiences. Experienced leading cross-functional marketing initiatives spanning product marketing, executive stakeholders, creative, sales, PR, partnerships, lifecycle marketing, and global events while driving measurable growth across paid, owned, earned, and experiential channels.

EXPERIENCE

Pacific Telecommunications Council (PTC)

Senior Manager, Marketing & Communications

July 2026–Present

Marketing Manager

Aug 2023–June 2026

Interim Director, Marketing & Communications

Sept 2023–Feb 2024

Reported directly to the CEO throughout the majority of my tenure, leading strategic marketing initiatives for a global telecommunications organization serving 10,000+ industry leaders across 80+ countries. Following my Interim Director appointment, I continued to lead enterprise-wide marketing strategy, executive communications, and cross-functional initiatives.

- Own the strategy, planning, and execution of integrated global marketing campaigns spanning digital, web, email, paid media, partnerships, executive communications, social media, product launches, and flagship industry events.
- Translate complex telecommunications, digital infrastructure, AI, and connectivity technologies into clear, audience-first messaging that resonates with executive, business, and technical audiences.
- Delivered three consecutive years of record-breaking conference growth (+15%, +40%, +46% YoY), growing attendance to more than 10,000 professionals from 80+ countries while also increasing membership and doubling sponsorship revenue.
- Partner cross-functionally with executive leadership, partnerships, product owners, creative, sales, operations, PR, and external stakeholders to deliver cohesive global marketing initiatives.
- Own campaign planning, project management, creative development, launch prep, stakeholder reviews, budgets, timelines, and performance reporting across multiple platforms.
- Lead messaging strategy and executive communications supporting thought leadership, product announcements, keynote presentations, industry partnerships, and global event experiences.
- Oversee marketing strategy for 40+ strategic partners, aligning campaigns, sponsorship activations, and integrated promotional initiatives to maximize engagement and revenue.
- Develop executive dashboards measuring campaign performance, audience growth, engagement, sponsorship ROI, conversion, retention, and business impact using data to continuously optimize strategy.
- Spearheaded organizational adoption of AI by identifying high-impact use cases and implementing AI-powered solutions across the website, conference mobile app, and internal marketing workflows to improve customer experience, marketing efficiency, and operational effectiveness.
- Lead cross-functional marketing, creative, communications, and event initiatives while operating as both a strategic leader and hands-on contributor in a fast-paced, high-growth environment.

Adscend Media
Head of Marketing

Mar 2022 – Dec 2022

Led marketing, growth and product adoption strategy for performance-based consumer rewards platforms serving a multimillion-member global audience. Reported directly to the CEO.

- Led full-funnel growth strategy across performance-based SaaS platforms serving global users.
- Scaled registered users from 4M to 5M (+25%) while reducing cost-per-conversion by 55%.
- Increased engagement and product retention through behavioral lifecycle messaging and automated campaigns.
- Owned activation, engagement, retention, & conversion optimization on web & mobile products.
- Partnered cross-functionally with product and other department heads to align GTM initiatives and growth strategy with platform and revenue goals.
- Led unified cross-channel acquisition strategy (paid, influencer, SEO, email, social), refining value proposition clarity to improve conversion efficiency and accelerate user activation.
- Directed creative and marketing team members delivering integrated omnichannel campaigns.

Summer Winter Mom, LLC
Founder & Digital Marketing Director

Feb 2020 - March 2022

- Built and scaled a consumer-facing digital brand to 58K+ followers and 14M+ organic views through omnichannel video content systems.
- Early adopter of generative AI tools for content production, workflow automation, and scalable creative asset development.
- Designed automated digital revenue systems through partnerships, affiliate marketing, and productization.
- Leveraged AI-assisted ideation and scripting workflows to accelerate output while maintaining brand consistency.

Jovie / CNST
Director of Marketing & Sales

Sept 2018 - Feb 2020

- Led integrated acquisition, conversion, and retention strategy across regional markets.
- Owned end-to-end marketing and sales strategy, driving customer acquisition, conversion, retention, and revenue growth.
- Designed and executed full-funnel campaigns across paid and organic channels to increase qualified leads and customer conversion.
- Partnered with the owner and other department heads to align growth strategy, budgeting, and operational priorities in a lean environment.
- Improved workflows and operational systems to support scalable growth and budget efficiency.
- Unified messaging across digital campaigns, partnerships, and community outreach initiatives.
- Built scalable sales enablement and marketing processes to improve lifecycle performance.
- Aligned marketing, sales, and operations to improve customer experience & fulfillment efficiency.

German American Chamber of Commerce - Colorado
Event Director

Sept 2017 - Sept 2018

Led marketing strategy and operations of large-scale events for an international, membership-based nonprofit, driving audience growth, sponsorship value, and revenue performance.

- Delivered 35% profit growth and record attendance exceeding 250K attendees over 4 weeks.
- Created operational systems and streamlined workflows to improve efficiency across event planning, vendor coordination, and marketing execution.
- Improved audience experience through integrated digital & on-site engagement enhancements.
- Directed multichannel campaigns across digital, PR, partners, & radio to expand brand reach.

- Led flagship events including the award-winning Denver Christkindl Market (recognized as Denver's "Best Festival" during both years of my leadership in 2017 and 2018).
- Strengthened year-round membership engagement through structured communication and value-driven programming.

Additional Prior Experience: Marketing & communication roles at *Charles Schwab, Colorado School of Mines, Mount Vernon Canyon Club, Pearson, Radio Disney, & The Juice Plus+ Company.*

EDUCATION

University of Denver | *B.A., Communication & Leadership*

2011 - 2015

LEADERSHIP & OPERATING STYLE

Strategic, data-driven, and collaborative leader with an entrepreneurial, scrappy yet professional, hands-on approach, thriving in fast-paced, high-growth environments. Comfortable operating at both executive and execution levels, with a bias toward action, experimentation, & measurable outcomes.

INTEGRATED MARKETING & LEADERSHIP

- Integrated Marketing Strategy & Campaign Execution
- Product Launches & Go-to-Market Strategy
- Technical Storytelling & Messaging
- Brand Strategy & Positioning
- Cross-Functional Leadership
- Executive Communications
- Global Events & Industry Marketing
- Partner Marketing & Strategic Alliances
- Thought Leadership Programs
- Sales Enablement
- Lifecycle & Performance Marketing
- Campaign Analytics & Executive Reporting

AI & DIGITAL INNOVATION

- AI Marketing Strategy
- AI Workflow Automation
- AI Adoption & Enablement
- Generative AI Content Development
- Customer Journey Optimization
- Marketing Experimentation & Optimization
- Data Analytics & KPI Reporting

TOOLS & TECHNOLOGY

AI & Productivity

ChatGPT • Claude • Gemini • Microsoft Copilot • Perplexity

Creative & Design

Adobe Creative Suite • Canva • Figma • Gamma • HeyGen • Midjourney • DALL·E • Synthesia

Marketing Automation & Project Management

HubSpot • Salesforce • Mailchimp • ConvertKit • Airtable • Asana • Notion • Trello • Zapier • Make • n8n • Mailchimp • Constant Contact • ManyChat • Project Broadcast

Analytics & Marketing

Google Analytics • Looker Studio • Google Ads • LinkedIn Ads • Meta Ads • SEMrush • Ahrefs • Meltwater

CMS & Web

WordPress • Squarespace • Wix

Rapid Prototyping

Replit • Lovable