

# Carolyn Pohl

*Strategic Marketing Leader*

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## EXECUTIVE PROFILE

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Marketing leader with 15+ years of experience leading brand, growth, and integrated marketing strategy across digital platforms, consumer engagement programs, and large-scale events. Proven ability to align brand storytelling with measurable revenue outcomes, driving awareness, conversion, and long-term customer loyalty. Experienced in partnering with executive leadership to scale organizations through unified messaging, creative leadership, and data-driven growth strategy. Known for building high-performing teams, strengthening brand positioning, and delivering record engagement and revenue performance across multiple channels.

## EXPERIENCE

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### Marketing Manager / Marketing Lead

*Pacific Telecommunications Council (PTC)*

*Aug 2023 – Present*

*Full-Time | Reporting directly to CEO*

Lead marketing and communications strategy for a global membership organization and flagship international conference brand, overseeing integrated campaigns, partnerships, events, and digital growth initiatives.

- Delivered three consecutive record-breaking years of global conference growth, increasing attendance by +15%, +40%, and +46% YoY, reaching 10,000+ attendees across 80+ countries, and doubling sponsorship revenue in the most recent year.
- Lead brand, messaging, and marketing strategy across digital, content, paid media, partnerships, and event experiences to drive audience growth and engagement.
- Drive acquisition, engagement, and retention strategy for a global membership base through lifecycle and performance optimization.
- Oversee partnerships with 30+ companies, ensuring marketing alignment and revenue impact.
- Develop executive-level reporting and forecasting tied to CAC, LTV, conversion, retention, and revenue performance.
- Oversee cross-functional teams spanning marketing, partnerships, events, PR, and creative production while operating as a hands-on strategic leader.
- Strengthened brand positioning and messaging consistency across campaigns and product experiences.

### Head of Marketing

*Ascend Media*

*Mar 2022 – Dec 2022*

*Full-Time | Reported directly to CEO*

Led marketing and growth strategy for performance-based consumer rewards platforms serving a multimillion-member global audience.

- Owned acquisition, activation, engagement, retention, and conversion strategy across web and mobile platforms.
- Scaled registered users from 4M to 5M (+25%) while reducing cost-per-conversion by 55% through paid and organic channel optimization.
- Increased engagement and retention through automated lifecycle messaging and behavioral campaigns, boosting app reviews by 25%.
- Unified messaging and campaign execution across paid media, influencer partnerships, SEO, email, and social campaigns.
- Partnered with executive leadership to align growth strategy with platform and revenue goals.
- Directed cross-functional creative and marketing teams delivering integrated campaigns.

## **Founder & Digital Marketing Director**

*Summer Winter Mom, LLC*

*Self-Employed*

*Feb 2020 - March 2022*

Built and scaled a consumer-facing digital brand and community across social and content platforms, creating diversified revenue streams through partnerships, digital products, and affiliate programs.

- Scaled audience to 58K+ followers and 14M+ organic views across platforms through brand storytelling and omnichannel content strategy.
- Built scalable revenue programs via partnerships, affiliate marketing, sponsorships, and digital product offerings.
- Led creative production, messaging strategy, and audience growth initiatives driving sustained engagement and monetization.

## **Director of Marketing & Sales**

*Jovie*

*Full-Time | Reported directly to Owner*

*Sept 2018 - Feb 2020*

Led integrated marketing and sales strategy driving customer acquisition and revenue growth across local and 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 acquisition.
- Led sales enablement and high-impact presentations, consistently achieving strong conversion rates across inbound opportunities.
- Aligned marketing, sales, and operations to improve customer experience, retention, and fulfillment efficiency.
- Partnered directly with the owner to align growth strategy, budgeting, and operational priorities in a lean environment.
- Improved internal workflows and processes to support scalable growth and budget efficiency.
- Unified messaging across digital campaigns, partnerships, and community outreach initiatives.
- Improved workflows and fulfillment processes supporting scalable business growth.

## **Event Director**

*German American Chamber of Commerce - Colorado*

*Full-Time | Reported directly to Executive 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 through integrated marketing and partnership expansion.
- Directed multichannel campaigns across digital, PR, radio, and partnerships to expand brand reach and engagement.
- Directed flagship events including the award-winning Denver Christkindl Market, recognized as “Best Festival” in 2017 and 2018.
- Led event teams to ensure high-impact execution, brand consistency, & operational excellence.
- Increased year-round membership engagement through targeted, value-driven communications.

**Additional Experience:** Marketing & communication roles at *Be Your Own You LLC, Charles Schwab, Colorado School of Mines, Mount Vernon Canyon Club, Pearson, Radio Disney, & The Juice Plus+ Company*—building skills in marketing strategy, leadership, & customer engagement.

## EDUCATION

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University of Denver | *Bachelor of Arts: Communication & Leadership*

2011 - 2015

## LEADERSHIP & OPERATING STYLE

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

## MARKETING & LEADERSHIP SKILLS

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- Brand & Messaging Strategy
- Integrated Brand & Growth Marketing
- Omnichannel Campaign Strategy & Execution
- Consumer Engagement & Conversion Optimization
- Lifecycle & Performance Marketing
- Market Segmentation & Targeting
- Marketing Analytics & CAC/LTV/ROI Strategy
- Executive Reporting & Strategic Planning
- Cross-Functional Team Leadership
- Executive Collaboration & Stakeholder Alignment
- Creative & Content Leadership
- Go-to-Market & Launch Strategy

## TECHNOLOGY & MARKETING PLATFORMS

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- **Advertising & Analytics:** Ahrefs, Google Ads, Google Analytics, LinkedIn Ads, Meta Ads, SEMrush
- **AI & Marketing Automation:** Generative AI tools supporting campaign optimization, content production, and workflow automation
- **Creative & Content Production:** Adobe Creative Suite, Canva, Figma
- **CRM & Lifecycle Marketing:** ConvertKit, Constant Contact, HubSpot, Mailchimp, Salesforce
- **Web & Content:** Funnel & CMS platforms, Squarespace, Wix, WordPress
- **Workflow & Automation:** Airtable, Asana, Notion, Trello, Zapier