

Gail Marie

Director of Marketing

Leading the strategy and teams behind integrated marketing initiatives that drive results

A hands-on leader known for building high-performing, dedicated teams of full-time and freelance marketing analysts, strategists, and creators. Collaborates with cross-functional teams to develop strategy, deliver content, and track multichannel marketing results. Recruits, guides, and enhances the skills and career development of direct reports. [Read Gail's leadership philosophy.](#)

Leadership Value Offerings

Talent

- Identifies and maximizes organizational placement for success
- Demonstrates a deep commitment to employee well-being through transparency and support
- Builds “benches” of future employees to support and expedite company growth

Scalable Systems

- Automates busywork and leverages technology and people to efficiently deliver high-value solutions that grow with the company

Career Highlights

*Achieved **100%** department retention during the Great Resignation*

*Drove **15%** of total users to a low-DR website organically via the blog in just over **2 months***

*Contributed to **233%** employee growth over **3 years** with a one-of-a-kind content development process*

*Co-led submissions for a **record number** of Effie Awards + Most Effective Independent Agency in the World*

Professional Experience

CRAZE, General Manager — Remote | New York, NY

January - July 2023

Oversaw the day-to-day operations of the full-service marketing agency.

- Developed multi-channel go-to-market strategies for B2B and B2C clients
- Hired and trained full-time staff and freelancers to execute lifecycle marketing deliverables, including graphic design, social media, content marketing, public relations content, video, etc.
- Defined the first agency policies, including AI use for writing, video, and design

SPHERE, Head of Content — Remote | San Francisco, CA

May - December 2022

Led the creation of live online course content and multi-channel marketing material for the Y Combinator startup.

- Over three months after target audience identification and segmentation:
 - Grew social media engagement by 10%; LinkedIn followers grew by 56% and Twitter by 36%
 - Exceeded course applicability score target by 4% and consistency scores by 10%
- Over two months and without paid media:
 - Drove 15% of total users organically via a new blog in just over 2 months
 - Drove 38% of new users to the website via organic search, organic social, and social referrals
 - 8% of users from the blog and social media became leads
 - 27% of leads converted

ANIMALZ — Remote | New York, NY

January 2019 - April 2022

Created a repeatable, scalable process and hired the people necessary for the content marketing agency to deliver high-quality SEO content to 200+ B2B customers.

Head of Content

- Helped grow revenue 3x in two years to nearly \$12M through customer retention and referrals based on content quality and performance against marketing goals
- Began the agency's only intern program to meet ~50% of editor hiring needs over two years
- Led a team of 13 editors, researchers, and copy editors responsible for quality assurance from keyword strategy to proofreading

Lead Editor

- Led a team of 5 editors, creating job descriptions, career growth trajectories, and annual assessments against quarterly OKRs
- Refined the editing process to include a 10% draft to allow for hiring less experienced content marketers
- Created original training resources in Tetra for Animalz editors and writers, including keyword ideation and usage

Content Marketing Editor

- Formalized the Animalz editing process to include quality reviews at two stages: a 30% and a 90% draft
- Developed self-monitoring quality tools for writers such as templates and checklists, all of which laddered up to meet editorial standards
- Mentored writers via one-on-one training, presentations, and daily review of their progress

FREELANCE, Content Marketer — Remote

September 2016 - February 2019

Specialized in launching new brands, from brand messaging and content strategy to execution and reporting.

- Developed and executed brand and marketing strategies to generate awareness and leads, including the use of keywords and public relations
- Worked 1-on-1 with the founder to build [The Social Institute](#) from the ground up
 - Cowrote the mission, vision, and values of the company
 - Strategized and wrote all social media and website content, including customer-facing content within a gated area of the site called The Social Locker Room
 - Ghostwrote thought leadership for placement in magazines and newspapers

MCKINNEY, Durham, NC

August 2009 - August 2016

While at McKinney, I created two new roles, both of which continued to be filled by others after I left.

Brand Journalist / Digital Marketing Content Manager

- Provided editorial leadership of all digital agency communications, including the agency's website, five social platforms, and the employee intranet
- Co-created a [weekly newsletter](#) for other agencies, brands, and marketers in 2016 that garnered thousands of subscribers in the first six months
- Wrote thought leadership for agency leaders

Content Editor

- Led the agency's Effie Award entry-writing process with the CEO and director of Business Development
 - 2012: 13 finalists, five awards, and the Most Effective Independent Agency in the World
 - 2013: 11 finalists and six awards, the most the agency has ever won
- Collaborated with agency leadership to develop content for agency communications and business development
- Maintained an editorial calendar to cover agency news and active pitches
- Prepared final business development and agency communications content for publication

Proofreader

MCGLADREY, Technical Editor/Marketing Associate — Minneapolis, MN

July 2005 - May 2008

- Wrote copy for and edited Technology Risk Management Services (TRMS) marketing materials
- Started a monthly TRMS newsletter that was eventually available to all 8,000 RSM McGladrey employees
- Ghostwrite or edited white papers, articles, and presentations written by TRMS technology consultants

WOODLAND HILLS, Writer — St. Paul, MN

March 2004 - March 2005

- Created and maintained website content for over 20 departments
 - Ghostwrote the first draft of [a book by Gregory A. Boyd](#)
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Teaching Experience

MINNEAPOLIS BUSINESS COLLEGE, Business Instructor — St. Paul, MN

July 2002 - March 2004

Taught oral and written business communications courses (focusing on grammar) to students earning diplomas or Associate in Applied Science degrees.

NORTH CENTRAL UNIVERSITY, Adjunct Professor — St. Paul, MN

August 2001 - May 2002

Taught remedial composition and American literature to students earning bachelor's degrees.

Education

UNIVERSITY OF ST. THOMAS

Master of Arts, English

BETHEL UNIVERSITY

Bachelor of Arts, Philosophy

Accolades

"Gail transformed our operations. I'm grateful for the skill, expertise, leadership and compassion she brought to the team."

— [Devin Bramhall](#), the CEO at Animalz

"Gail is fiercely focused on maximizing impact. She never lets day-to-day activities eclipse what matters most at any given time. Whether it's a broken process or an employee on the verge of burnout, Gail acts fast to solve specific, swollen problems for her team and business."

— [Jordan Miller](#), a direct report at Animalz

"When we both worked at Animalz, our paths never actually crossed. That said, her name consistently came up (positively) in conversations with colleagues. It was clear that this mystery employee, Gail, was known for being detail oriented, creative with ideas, and reliable..."

— [Nathan Thompson](#), writer at Animalz and freelancer for Sphere

"A lot of people in marketing want to give advice and "strategize," charge a lot of money and not put any elbow grease in themselves. This is not Gail. She is a very rare find that can think big and also get every detail done herself without handholding."

— [Katherine Goldstein](#), a freelance client

"Gail makes everything she touches better. She takes the entire concept, audience, and medium into consideration and puts together a body of work that sings and delivers on exactly what you're trying to do."

— [Stephanie Sumner](#), a business development leader at McKinsey