



KATY HILL

MARKETING DIRECTOR

INFO

-  **Name**
Katy Hill
-  **Address**
11448 Central Ct, Unit 302
Broomfield, CO 80021
-  **Phone**
402-440-3928
-  **Email**
katy.jo.hill@gmail.com
-  **Website**
katyhd.com
-  **LinkedIn**
linkedin.com/in/katy-hill

Education

-  **Bellevue University**
Bachelor of Science, Web Technologies
2015 - 2017
-  **Southeast Community College**
Associate of Science
2010 - 2012

Skills & Expertise

-  **Adobe Creative Cloud**
Photoshop, Illustrator, InDesign, Premiere Pro, Dreamweaver
-  **Google Marketing Platform**
Google Ads, Business, Analytics, Tag Manager
-  **CMS**
Wordpress, Webflow
-  **CRM**
Salesforce, Zoho, Sage
-  **Hubspot**
-  **Asana**
-  **Unbounce**
-  **Zoom Webinars**

work experience

- 2025 - 2026

LaunchBay (formerly Motion.io)
Director of Marketing
Owned end-to-end marketing strategy across demand generation, brand, partnerships, and lifecycle, with direct accountability for lead generation, free trial signups, demo bookings, and pipeline growth.
Drove 110% MRR growth (from \$38K to \$81K) while reducing net revenue churn from 20.7% to 12% through full-funnel optimization and improved customer lifecycle marketing.
Led company rebrand and repositioning from Motion.io to LaunchBay, refining ICP, messaging, and go-to-market strategy to align with higher-value target segments.
Built and scaled multi-channel acquisition strategy, launching new channels (LinkedIn Ads, AI-powered outbound, Reddit Ads) and optimizing existing programs (SEO, AEO, Google Ads) to increase pipeline efficiency.
Implemented and owned HubSpot Marketing & Sales Hub, including CRM migration, data architecture, automation, reporting, and lead nurture programs that increased average deal value by 2.2x.
Partnered closely with CEO, Sales, and Product leadership to align marketing with revenue goals, influence pricing/positioning, and improve visibility into funnel performance.
Managed and mentored a lean marketing team and external contractors, driving execution across content, campaigns, and growth initiatives.
- 2022 - 2025

ServiceCore
Director of Partnerships
Built and managed a portfolio of referral, influencer, and co-marketing partners that drove over \$370K of new pipeline revenue in 9 months.
Negotiated and executed partnership contracts, including revenue-share agreements, software integrations, and joint campaigns.
Launched a customer ambassador program, resulting in a 32% increase in new customer acquisition.
Represented the company at industry events, securing strategic alliances with top-tier manufacturers, suppliers, and service providers.
Director of Marketing
Directed end-to-end marketing strategy across digital, content, and events, generating 165% YoY growth in inbound leads.
Designed and launched new product GTM strategies, including positioning, messaging, and customer success stories.
Managed a team of 6 marketers (specialists, managers, interns, and contractors) while driving collaboration with Sales and Customer Success.
- 2020 - 2022

EverCommerce
Marketing Manager / Senior Marketing Manager
Managed a portfolio of 8 companies, tailoring marketing strategies to fit unique business models, industries, and growth goals.
Executed integrated campaigns across digital, events, and SEO, driving a combined 12% increase in demo bookings across the portfolio.
Planned and executed trade shows, webinars, and customer events that generated over 250 new opportunities in pipeline across the portfolio.
- 2017 - 2020

Brighter Vision
Marketing Specialist / Senior Marketing Specialist
Played a key role in scaling the company from 1.5 to 6K customers, contributing directly to growth that led to the company's early acquisition.
Acted as the dedicated SEO and HIPAA-compliance specialist, managing all HIPAA accounts, handling upper-level support tickets, and conducting regular SEO audits for live clients.
Coordinated logistics for webinars, driving an 18% increase in live attendance within the first 6 months.