

KATE TALBOT

MBA. Forbes Senior Contributor. Author.

CONSULTING SUMMARY

January 2014 - Present

Run my own consulting firm partnering with early-stage startups, venture capital firms, and agencies. Expertise in content marketing, social media strategy, SEO, demand generation, influencer strategy, product marketing, PR, and executive thought leadership.

Clients

- Finance: Plexo Capital. Salesforce Ventures. Flybridge Capital. Lattice Ventures. The Community Fund. GreenDot Bank. Seed Invest. Girls Who Invest.
- Education: Digital Marketing Institute. 500 Startups. Creative Live. AlwaysHired. MarketerHire
- Expert Witness: Emery Celli Brinckerhoff & Abady LLP.
- Influencer Marketing: Captiv8. AspireIQ. Ziba Beauty
- Mobile Shopping: Dote. GIST.
- B2B: LiveRamp.TCGen Consulting. SplashThat. Checkr.

Startup Mentor

- 500 Startups, Runway Innovation Hub, Lundbeck Foundation, Halo Incubator, Founders Embassy

Freelance Writer

- [Forbes Columnist](#): Interviewed Sir Richard Branson, Kourtney Kardashian, Maria Shriver + more
- [Author](#): "Oh Snap! You Can Use Snapchat For Business," #1 on Amazon, IBM Book of the Month
- [Event Speaker](#): Sony Latin America, Social Media Marketing World, RampUp, Agora.io, PR Ragan
- [Featured](#) on CNN, NBC News, BBC, NPR, Nasdaq, HuffingtonPost, iHeart Radio, Venturebeat

EXPERIENCE

Didja (Series A Startup) | Director of Marketing & Advisor

June 2014 - June 2019

Internet television service | Los Altos, CA

- Manage all aspects of the Clippit app: email marketing, influencer relationships, partnerships, advertising, community outreach, product development, social media and content marketing, legal issues, and data analytics.
- Used by reporters and organizations: NBC, ESPN, ABC, Sports Illustrated, Def Pen, The Ringer
- Launched new product LocalBTV in Phoenix, Los Angeles, and the Bay Area.
- Cultivated brand messaging and utilized paid social media advertising to acquire new users and secure audience engagement. PR coverage on Cheddar, CNBC, SF Chronicle.

Vidder (Series B - acquired by Verizon) | Demand Generation Manager

June 2015 - September 2016

Cybersecurity | Campbell, CA

- Lead generation: Built out inbound and outbound strategy and managed Salesforce database of over 70,000 leads generated from webinars, trade shows, analyst events, and email campaigns.
- Growth marketing: Executed over 700 emails using HubSpot to nurture and educate the cybersecurity audience on Vidder's product offering.
- Managed Google AdWord PPC program and produced all non-technical articles and social media.
- Orchestrated WestPoint intern program which led to coverage in Politico and CSO Online.

Soldsie (Series A - acquired) | Head of Marketing

May 2014 - June 2015

Social Commerce Platform | San Francisco, CA.

- Managed Have2Have.it product launch. Customers: NY Times, Birchbox, MIT Technology Review
- Redesigned website and all brand assets, leading to 20% MoM website traffic.
- Managed PR agency and wrote articles featured in Entrepreneur Magazine and Independent Retailer.

- Increased leads by 125% and revenue 65% via email campaigns, trade shows, webinars, and newsletters.

Virgin America | Social Media Manager

November 2012-November 2013

Airline | Burlingame, CA

- Generated \$7 million in conversion sales, a 68% year-over-year improvement, through the creation and execution of all paid and organic social media content across six social channels.
- Managed digital campaigns for commercial partners including San Francisco Giants, Los Angeles Clippers, LucasFilm, Singapore Airlines, Emirates Airlines, YouTube, Virgin Mobile, Virgin Produced.
- Implemented social media for the #VXsafetydance video which garnered 727+ million media impressions and \$18.7+ million in AEV.
- Coordinated social media efforts for five new market launches including a Google + Hangout with Sir Richard Branson.

MBA Social Venture Capital Internships

May 2011 - November 2012

San Francisco, CA

- Kiva: Executed all social media content increasing Facebook engagement by 100% and wrote multiple blog entries on poverty alleviation and other pertinent issues surrounding microfinance.
- Social Capital Markets (SOCAP): Conducted community outreach and analysis via social media, managed event blog series, and assembled newsletters reaching over 1,400 social innovators.
- Centro Community Partners: Developed a comprehensive business plan for a low-income entrepreneur's essential oil business.

Public Relations

July 2007 - September 2009

San Francisco, New York City

- Winkleman Public Relations: Presented social media strategy to executives at Big Brothers Big Sisters of NYC, Jewish Home Lifecare and Association for Metroarea Autistic Children.
- Show-N-Tell: The Musical: Managed logistics, media interest, and financial investment for Broadway reading.
- Animal Fair Magazine: Managed event that raised over \$25,000 for Humane Society of New York City and generated media coverage on the *Real Housewives of New York City*, *Today Show*, and *New York Times*.
- Manning, Selvage & Lee: Clients included Dreyer's Ice Cream, Reebok, General Motors, and Best Buy.

EDUCATION

UNIVERSITY OF SAN FRANCISCO

San Francisco, CA | May 2012

Masters of Business Administration

UNIVERSITY OF CALIFORNIA AT SAN DIEGO

La Jolla, CA | June 2006

Bachelor of Arts in Communications, Provost Honors