

# KATHRYN HOENLE

## Experience

### Senior Category Marketing Strategy Coordinator | Home & Wellness

#### Kohl's Corporate

February 2020 – Current

- Build seasonal/annual category marketing strategies with a customer first and enterprise mentality
- Decision maker in key meetings with leadership when VP/ Director cannot attend
- Lead home marketing strategies by exhibiting influence and expertise to drive strong results
- Create go-to-market strategies for new brand launches and key vendor partners, and manage the execution of those campaigns

### Category & Brand Marketing Strategy Coordinator | Home & Wellness

#### Kohl's Corporate

February 2019 – February 2020

- Developed omni-channel marketing strategies and briefs used to drive sales, traffic, and affinity to Kohl's and the Kohl's Home Department by utilizing insights and data to influence internal and external leadership
- Acted as the point of contact for cross-functional teams and brands to ensure flawless multi-channel executions and campaign management
- Managed brand relationships and budgets by coordinating and recommending strategic proposals for external media and marketing campaigns, and oversee campaign execution and completion
- Delivered compelling strategic marketing recommendations for the following brands: Fitbit, Food Network, Koolaburra by UGG, etc. based on consumer insights and syndicated data
- Reported and recapped the performance and execution of campaigns to internal and external partners with the intention to draw conclusions and recommendations go forward
- Launched the following brands: Koolaburra by UGG, Ellen DeGeneres ED Pet Collection, Happitat, etc.
- Proactively mitigated sales risk and anticipated market obstacles with the mindset of providing thoughtful and out-of-the-box solutions that will differentiate and drive excitement for the Kohl's brand and partners
- Effectively navigated change and ambiguity with the intention of being agile in the development of relevant strategies and promotional events
- Ensured positive customer and brand experience across marketing channels; print, digital, and broadcast

### Account Coordinator | Wisconsin Department of Tourism & Jewelers Mutual Insurance

#### Laughlin Constable

May 2018 – February 2019

- Communicated with clients to identify and define project requirements, scope, and objectives
- Acted as the point of contact and coordinated multiple project statuses internally and externally, while monitoring their progress and budgets, and solving any issues that arose from production to the final phase
- Owned and maintained comprehensive reports, briefs, and project and research documentations
- Managed and maintained vendor relationships for trafficking media assets and verifying their deployment
- Created and owned spec and pub schedules to be communicated and shared both internally and externally, and used for managing media schedules and placement deadlines
- Coordinated and managed billing and other clerical duties associated with a client's account, such as creating purchase orders, opening jobs, creating scopes of work, and project briefs
- Created and executed fundraising events that raised nearly \$14,000 for the Make-A-Wish foundation

### Account Coordinator Intern | Ecotools, Real Techniques & Jewelers Mutual Insurance

#### Laughlin Constable

January 2018 – May 2018

- Managed and maintained the social calendar for EcoTools
- Researched competitive information to discover insights leading to a new hashtag that increased views and engagement on Instagram for EcoTools
- Managed the media pub and spec sheets for Jewelers Mutual Insurance and trafficked assets to various media placement vendors. Responsibilities included creating tagging URLs and quality assurance testing
- Updated status reports and managed the project pipeline for clients
- Delivered and presented innovative and insightful brand propositions and strategies based on current industry trends and key performance indicators for a client's brand
- Analyzed and interpreted data to evaluate the effectiveness of brand communications and efforts against competitors and provided detailed recommendations of next steps

### Client Reporting/RFP Intern

#### Artisan Partners

March 2017 – January 2018

### Proofreader

#### Astellas Pharma Inc.

June 2015 – March 2017



## Mission

I am a tenacious and curious storyteller, whose passion in life is understanding how to connect with others in a meaningful way. I am determined to discover new solutions and ways for brands to connect with consumers. Challenging the status quo has been the foundation of my career and continues to drive my ambitions.

## DiSC® Style

Di (Dominance & Influence)

## Me in a Few Words

Coffee Aficionado

Obsessive Cook

Avid Runner

## Marquette University

### Bachelors of Science In:

Marketing

Advertising

International Business

### GPA per Major:

3.9

3.8

3.9

## Skills

Storytelling

Strategy

Campaign/Relationship Management

Upper Managing

Leadership

Tableau

Enterprise Data Warehouse

## Digital Portfolio

[katyhoenle.wixsite.com/](http://katyhoenle.wixsite.com/)

[katyhoenleportfolio](#)

## Contact Information

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