

# Karen Birnie

## **MARKETING DIRECTOR**

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I bring my education in Cognitive Science and Visual Communications, combined with International Sales and Marketing experience to build brands and help companies and organizations grow and thrive.

Working with International Technology Startups, Non-Profits, Governmental Agencies, Entrepreneurs and small Businesses to create long-term value from customers, markets & relationships.

Expertise Includes:

- Brand Development
- E-commerce Web Design
- Digital & Print Marketing
- Graphic Design
- Google Analytics & SEO

## Work Experience

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### **Marketing Manager, USA**

LEMO USA - Rohnert Park, CA

June 2019 to September 2021

- Developed online e-commerce content and materials for Distribution Channel.
- Created, tracked and managed multiple print and online marketing campaigns for North America.
- Implemented Online Sales and Product Training Program with dynamic updated content and materials.
- Collaborated with Engineering and R&D to produce Business Plans for new product development.
- Responsible for the redecoration of the 30,000 sq ft U.S. Corporate office building.

### **Marketing Consultant (Freelance)**

Self Own Business - San Rafael, CA

October 2017 to June 2019

Branding - logo design, retail visuals, signage, packaging.

E-commerce sites, marketing strategy, ad programs and content creation.

Clients include: SP Sales (Luminox Canada); Boba Nosh (Restaurant); PackitEasy (Women's Apparel); Eric Slauch (Real Estate); CCC (Contact Center Compliance); Allen Wines.

### **Marketing Director, USA**

LUMONDI, INC., Swiss Watch Company - San Rafael, CA

May 2012 to September 2017

Created and managed successful US e-commerce site resulting in \$1.2 million retail sales in the first year.

Designed and implemented compelling digital and print Native advertising campaign for Outside Magazine. Digital viewers stayed on the article for a record 16 mins!

Developed Global Social Media platforms and Social Media Influencer program. Facebook following went from 2K to 120K. Influencers include a variety of partners including NASCAR driver Austin Dillon and HGTV host John Colaneri.

Developed Programmatic Advertising campaigns promoting national retail partners Nordstrom, Tourneau, Dillard's and Cabela's.

### **Director Marketing Communications**

DILITHIUM NETWORKS, INC., Mobile Video Telephony Technology - Petaluma, CA

June 2004 to March 2010

Developed an awards program resulting in Dilithium winning the prestigious WEF (World Economic Forum) Technology Pioneer Award 2010, the 2010 Red Herring 100, and being recognized as a finalist for seven other global awards.

Developed localized company websites and marketing collateral in Simplified Chinese and Spanish contributing to company's visibility and sales in Asia Pacific, Spain and South America.

### **Real Estate Sales Manager**

NORTH BAY FAMILY HOMES, Non-Profit Housing Developer - Novato, CA

March 2002 to June 2004

Sold Phase 1 of the Meadow Park redevelopment master project at Hamilton Field in Novato. 76 townhomes total and approx \$25 million in sales.

Managed the marketing and outreach for the affordable housing lottery, including pre-qualification of 1,670 potential buyers for 460 homes.

### **Marketing & Business Consultant**

Self Own Business - San Rafael, CA

March 2001 to March 2002

Marketing and strategic planning projects for a variety of small businesses, government agencies and non-profits.

Clients include Sonic Solutions, The Business Group, Mill Valley Fire Department and Moraga/Orinda Fire Department.

### **Marketing Manager**

DAIKIN US COMTEC LABS, DVD Authoring Software Creator - Novato, CA

April 2000 to March 2001

Led market launch of new consumer grade DVD authoring software product.

Managed successful NAB tradeshow exhibit with \$300K budget.

Consulted for Sonic Solutions after they acquired Daikin US Comtec Labs.

## Education

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### **BA in Cognitive Science**

UNIVERSITY OF CALIFORNIA BERKELEY - Berkeley, CA

### **AS Level in Telecommunications & Film Production**

SAN DIEGO STATE UNIVERSITY - San Diego, CA

### **Visual Communications (Photography, Film & Video)**

LONDON UNIVERSITY OF THE ARTS - London, UK

## Skills

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- CONTENT CREATION (10+ years)
- MARKETING (10+ years)
- SALES (10+ years)
- Social Media Marketing
- Google Analytics
- Marketing Strategy
- SEO
- MS Office
- Customer Service
- Indesign
- Graphic Design
- Advertising
- Digital Marketing
- Public Relations
- Wordpress
- search engine optimization
- Event Planning
- Salesforce
- Microsoft Office
- Search Engine Optimization (SEO)
- Adobe InDesign

## Links

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<http://linkedin.com/in/karenbirnie>