

KAITE ROSA

617-875-5507 - KAITEROSA@GMAIL.COM
KAITEROSA.COM - SOUTHBOROUGH, MA

ABOUT

Kaite (KAY-tee) Rosa is an award-winning marketer specializing in brand, content, and communications for high-growth SaaS startups.

EDU

Mass. College of Liberal Arts
BA, English/Communications

- Focus: Journalism, Creative Writing
- Graduated Magna Cum Laude
- Hardman Scholarship for Journalism
- Editor-in-Chief, The Beacon Newspaper

Sr. Director of Marketing

Payfactors (Dec. 2016 - Present) / Quincy, MA

- CMO's first marketing hire, responsible for Payfactors' brand, content marketing, and communications
- Owning Payfactors' content and brand marketing strategies, fueling demand generation efforts and contributing 40% (\$5M) in 2019 revenue
- Developing Payfactors' strategic brand messaging, corporate rebrand, and two website redesigns (2017 and 2020 (in progress))
- Managing a growing team of 3 (functions include content, communications, branding, design, social, and video) while contributing individually
- Establishing Payfactors' brand guidelines to ensure consistent experience across all internal and external touch-points
- Building a cohesive aesthetic for Payfactors across all channels and developing creative experiences and campaigns
- Leading creative direction and content strategy for demand gen campaigns, web, industry conference, trade show presence, etc.

Director, Content + Marketing

VentureFizz (Jan. - Nov. 2016) / Boston, MA

- Direct report to the Founder, responsible for strategy and execution of all editorial content, social and events
- Interviewed and wrote human interest-style articles on Boston tech companies, founders, execs, and leaders
- Used content to increase traffic and time on site 20%, decrease bounce rate 10%
- Managed marketing intern, overseeing all content creation
- Created/managed social strategy. Grew site traffic via social 35%
- Led event strategy, producing and promoting quarterly events
- Owned guest contributor/influencer strategy: identified thought leaders, supported ideation in-line with VentureFizz strategy, project managed contributions, edited all content
- Served as brand evangelist, speaking at and attending local events

Sr. Marketing Communications Manager

Virgin Pulse (June 2013 - Dec. 2015) / Framingham, MA

- Owned all B2B marketing content, driving 40% growth in MQRs and \$9M pipeline
- Managed content marketing writer: hired, created editorial training, on-boarded, daily management
- Transitioned to internal content production, following agency-like model: cut timeline 50%, increased production 65%
- Created and managed company's 1st content calendar: outlined themes, aligned with demand gen programs, worked with stakeholders to understand and plan needs
- Researched and created marketing personas: conducted market researched, validated findings via surveys and calls
- Owned content strategies for industry-leading events: Virgin Disruptors, Employee Well-being Month, Thrive Summit

Previous role at Virgin Pulse:

Marketing Communications Manager, June 2013 - Feb. 2015

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AWARDS

- Communicator Award, Comp + Coffee Podcast, 2019
- Communicator Award, "Revolutionize Comp" Campaign, 2019
- MarCom Award, "Becoming a Comp Strategist" ebook, 2019
- MarCom Award, CompCon, 2019
- InfluenceHR, Brand Velocity Award, 2015

OTHER

- Co-host, Payfactors' Comp + Coffee podcast, 2018 - present
- Vice President, MCLA Alumni Board of Directors, 2019 - present
- Board member, MCLA Alumni Board of Directors, 2017 - 2019
- Mentor, John Andrew Mazie Mentoring Program, 2013 - 2016

Marketing Manager, Global Marketing Operations

Lionbridge (July 2012 - April 2013) / Waltham, MA

- Created and owned business unit's quarterly editorial calendar
- Oversaw content creation, writing and editing sales enablement and demand gen assets
- Managed 2 marketing interns, responsible for content and social
- Launched social media strategy, monitored and adjusted for engagement and success

Content Marketing Strategist

Brafton (Aug. 2011 - June 2012) / Boston, MA

- Designed and executed content and SEO strategies for 75 clients
- Created and project managed clients' unique editorial guidelines
- Consulted on SEO, content strategies, landing page development, keyword optimization, URL structure, site layout, CTA placement
- Evolved clients' strategies in-line with Google algorithm changes and SEO best practices

News Content Writer

Brafton (Dec. 2010 - Aug. 2011) / Boston, MA

- Researched, wrote and edited 20, 200-word custom news articles daily to drive clients' SEO, social and site optimization strategies
- Covered startups, small business, social media, mobile marketing, SEO and related topics

Editorial Assistant

LuxuryDaily.com (Aug. - Nov. 2010) / NYC

- Reported directly to the Editor-in-Chief/Founder, responsible for launching LuxuryDaily.com
- Researched, wrote and edited 4, 500-word articles daily on mobile marketing, luxury and brand advertising trends
- Built content archives, identified trends, grew relationships with influencers, established list of subscribers