



A strategic marketing professional who seamlessly blends creative thinking with communication excellence. Her approach transforms complex challenges into compelling, actionable solutions.

TOP 5 CLIFTON STRENGTHS

1. Individualization
2. Strategic
3. Ideation
4. Input
5. Communication

EDUCATION

BACHELOR OF FINE ARTS

Columbus College of Art and Design, Columbus, OH

MARKETING CHAIR & BOARD OF DIRECTORS

Caracole: Greater Cincinnati's nonprofit devoted to positively changing lives in the fight against HIV/AIDS.

CHRIS THALGOTT FINE ARTS

www.christhalgott.com/

STRATEGIC MARKETING CATALYST

EXPERIENCE

CLIENT ENGAGEMENT LEAD | GROUP ACCOUNT DIRECTOR

Supernatural | DECEMBER 2022- SEPTEMBER 2024

Managed the agency's largest account, The Christ Hospital Health Network, while also leading client engagements for Premier Health and Flossy Dental Care.

- ▶ Directed the creation of high-impact advertising and consulting services, including audience insights, competitive analysis, strategy development, and AI-driven content creation.
- ▶ Collaborated with client teams to develop strategic plans, successfully driving patient acquisition, healthcare recruitment campaigns, and maintaining brand consistency.
- ▶ Oversaw the creative development of paid advertising, CRM, direct mail, and employer branding and micro-recruitment campaigns.
- ▶ Implemented Agile Marketing principles and leveraged a custom AI platform to accelerate content development and improve efficiency.

GROUP ACCOUNT DIRECTOR

Marks | SEPTEMBER 2021 - SEPTEMBER 2022

Directed innovative brand development, package design, and digital asset creation for high-profile CPG and FMCG clients including Scotts-Miracle Gro, Hewlett Packard, Best Buy, and GE Savant.

- ▶ Successfully managed multiple accounts and projects, overseeing cross-functional teams, budgets, and client relationships.
- ▶ Monitored annual account planning to deliver upon business goals, drive growth and enhance client satisfaction.

FREELANCE STRATEGY CONSULTANT | Jul 2019 - Jun 2024

Researched market challenges, competitive landscape analysis, and consumer behavior to inform marketing planning. Provided actionable insights to optimize brand positioning and messaging for AbbVie, Allergan, and Bayer.

DIRECTOR, STRATEGY & INSIGHTS

FRCH NELSON | DECEMBER 2019 - DECEMBER 2020

- ▶ Provided strategic guidance for brands within the built environment.
- ▶ Directed consumer and user research, developed brand and creative strategy, and developed thought-leadership articles to drive agency new business and marketing efforts.

CHIEF MARKETING OFFICER

Monteverdi Tuscany | 2016 - 2019

Led brand marketing strategy, creative content development, and multi-channel execution to drive growth for a luxury boutique hotel and spa in Tuscany.

- ▶ Achieved 35% compound annual sales growth from 2017 to 2019, significantly boosting revenue.
- ▶ Defined brand purpose, developed consumer segmentation models, and created core messaging platforms to elevate marketing effectiveness and strengthen brand awareness.
- ▶ Launched an optimized e-commerce site, driving increased traffic, engagement, and conversion rates.



STRATEGIC MARKETING CATALYST

EXPERIENCE CONTINUED

DIRECTOR, BRAND DESIGN STRATEGY

ConAgra Foods | 2013 - 2016

Directed brand strategy, communication, product innovation, packaging design, and brand architecture for leading brands including Alexia, Healthy Choice, Slim Jim, and Chef Boyardee.

VICE PRESIDENT, BRAND BUILDING

Davis | 2010 - 2013

Provided on-site strategic and creative consultation for Kraft/Mondelez, developing, and implementing brand strategy methodologies.

- ▶ Led new business development and exceeded financial expectations, increasing account billings by 500% within four years.
- ▶ Directed strategic and creative initiatives for a Toronto-based agency, collaborating closely with C-suite executives to align brand strategies with business objectives.
- ▶ Led award-winning redesigns for key Nabisco and Cadbury brands, driving significant improvements in brand recognition and appeal.

BRAND DIRECTOR

LPK | 2005 - 2010

Led integration of brand and design strategy for global brands Pampers and Oral-B, and North American brands including Excedrin, Triaminic, US Bank, Intuit, Sirius, Sara Lee, Hillshire Farms, and Jimmy Dean.

- ▶ Fostered long-term client relationships, influencing key brand equity decisions, and driving strategic brand development.
- ▶ Directed the creation of brand style guides, and holistic campaigns, elevating brand consistency and market impact.
- ▶ Led global brand design strategy for Procter & Gamble's billion-dollar brands, Pampers, and Oral-B. Mentored and motivated large creative teams, including six direct reports, to consistently deliver exceptional work with high engagement.

ACCOUNT DIRECTOR

1185 Design | 2004 - 2005

Managed all key client relationships and directed the strategic and creative development of innovative B2B brand identity and digital marketing for major Silicon Valley venture capital firms and the brands Adobe, ADT, Borland, Cisco, Hewlett Packard, WindRiver, and Symantec.

DIRECTOR OF CLIENT SERVICES

Damore Johann Design | 2002 - 2004

Directed all marketing, client service, and business development for the agency and led initiatives for Wells Fargo Bank, ChevronTexaco, Broderbund, LeapFrog, and Maxtor.

PRINCIPAL

Landkamer Partners | 1997 - 2002

Co-directed operations and finances with the founding principal, directed all agency marketing and new business development, and led all account activities for Adobe, Kaiser Permanente, Blue Cross of California, Nuance, and VeriSign.

- ▶ Produced over fifteen new-to-the world corporate identity launches for Silicon Valley companies.
- ▶ Acquired over 20 new accounts in a five-year period, increasing agency billings to historic levels while maintaining consistent profitability.