

Kaitlin Abare, M.S.

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Experienced brand and digital marketing professional

Marketing strategist and manager with strong ability to utilize qualitative and quantitative data to deliver impactful marketing plans and consumer experiences. Part of the team that grew T-Mobile from 4th to 2nd largest wireless provider, nearly doubling the base and increasing service revenue 154% during tenure to delivery significant investor value.

Key Competencies

- Cross-functional leadership
- Thrives in ambiguity
- Critical problem solving
- Project Management
- Microsoft Office
- Executive presentations
- Data analytics & BI Tools
- Budget management
- Remote work

Professional Experience

T-Mobile US, Bellevue, WA

Senior Marketing Manager- Segment Strategy

October 2018 – Present

Manage integrated brand marketing for the corporate priority consumer segment Smaller Markets & Rural Areas (134m pops) by concentrating on growing awareness and consideration to drive share of household growth. Contributions include always on campaign with localized messaging, innovative word of mouth programs, and data reporting and evangelism of segment performance through executive presentations. Remote role.

- Achieved and exceeded quarterly and annual business goals to deliver nearly \$1b in incremental service revenue
- Consistently hit annual goals through strategic planning and data analysis to uncover opportunities.
- Indirectly manage matrix teams through campaign execution and collaboration
- Develop test and learn initiatives and use performance data to measure media mix and messaging
- Marketing MVP recognition for 5G launch and team award for impact of campaign. Senior promotion 2020.

Digital Marketing Manager

January 2016 – September 2018

Managed upper funnel consumer experience for device launches and offers on T-Mobile's digital properties. Developed testing and optimization to identify and evangelize best practices for merchandising, audience targeting, and user experience on T-Mobile.com. Managed work with internal and external agencies.

- Results include +60% YoY sales increase for launch of Samsung hero device.
- Mentored junior team members resulting in internal promotions.

Zulily, Seattle, WA

September 2014 – September 2015

Buyer

Oversee execution and sales for emerging category for unicorn e-commerce company. Hired, managed, promoted, and developed a team of Assistant Buyers.

- Exceeded monthly revenue and margin goals and grew business +150% YOY.
- Managed sales calendar, budget and, forecasts to deliver over \$6m revenue.

Backcountry.com, Park City, UT

September 2011 – August 2014

Buyer

Developed and implemented budget, markdown schedules, assortment plan, inventory, and lifecycle management, and presented results to leadership. Integrated trend forecasting and data in purchasing and product marketing

- Managed merchandising and site analytics for category including migration of catalog to new enterprise platform
- Consistently increased category sales YoY despite downturn for rest of site through product assortment success

NE Sales, Burlington, VT

October 2010 – August 2011

Outdoor Industry Sales Rep

The Alpine Shop, Burlington, VT

August 2006 – September 2010

Buyer and Manager

Managed purchasing and staff for multi-million-dollar specialty retail business for brick and mortar and digital channels.

- Grew e-commerce channel to \$1m in revenue by negotiating buys and lifecycle management of excess inventory

Education

Master of Science: Global Marketing Management, Boston University, August 2022

Bachelor of Arts: Communications, Justice Studies, and Political Science, University of New Hampshire, May 2006