

Katelynn Spaid

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HEAD OF MARKETING | BRAND & CONTENT STRATEGY

Head of Marketing with 10+ years of experience building brand and content engines across early-stage startups and enterprise. Proven track record launching marketing functions from zero, scaling content systems, and driving measurable audience growth with limited resources. Deep expertise in brand strategy, content, SEO, social, and lifecycle marketing.

KEY SKILLS

Professional Skills: Brand Strategy | Content Marketing | Social Media Strategy | SEO | Analytics & Reporting | Campaign Management

Technical Skills: Adobe Creative Suite | Google Analytics | HubSpot | Hootsuite | Meta Ads

PROFESSIONAL EXPERIENCE

Head of Marketing, Trillage

Austin, TX (December 2023- Current)

- Built and owned Trillage's entire marketing function as the company's first and sole marketer, defining brand positioning, messaging, and go-to-market strategy.
- Partnered directly with founders to translate business goals into scalable brand, content, and growth strategy.
- Launched social, content, and lifecycle marketing programs from zero, establishing consistent audience engagement and brand presence.
- Developed core customer-facing assets including website copy, blogs, onboarding flows, and sales materials.
- Created repeatable messaging and content systems to support growth in a resource-constrained, pre-scale startup environment.

Content Specialist II (Events & Promotions), GoDaddy

Austin, TX (April 2019 - November 2023)

- Designed high-volume, customer-specific social media graphics across diverse industries while maintaining brand voice, quality, and turnaround expectations.
- Built and launched an internal vector asset library in Adobe Illustrator, increasing daily production efficiency by ~7% and reducing repetitive design work.
- Consistently ranked in the top 1% of the Events & Promotions team for Quality Assurance and queue management.
- Used performance metrics and customer feedback to improve content quality and inform team-level discussions around scalability and process improvements.
- Supported the testing and rollout of new tools and workflows, including initiatives tied to GoDaddy Studio.

Content & Social Media Coordinator, Newworld

Dublin, Ireland (March 2017 - March 2019)

- Built and executed Newworld's first digital marketing strategy, expanding client acquisition beyond word-of-mouth.
- Grew social media following by 500% across Instagram, Twitter, and LinkedIn.
- Led SEO and content initiatives that improved Google rankings from page 9 to page 1.
- Developed blog and social campaigns that increased website traffic and drove a ~10% lift in inbound client inquiries.
- Managed Google Ads campaigns to support lead generation and brand visibility.

Graphic Designer, Freelance

Austin, TX (October 2020 - October 2022)

- Designed promotional materials for Wild Bunch Brewing Co., contributing to a 25% increase in event attendance.
- Created social media visuals for a local musician, driving ~40% higher engagement and a ~20% increase in live show attendance.
- Supported audience growth through visually driven promotions, contributing to a ~15% increase in social followers over three months.

AWARDS & CERTIFICATIONS

GoDaddy Rockstar Award - Top performer (Q4 2022, Q3 2023)

HubSpot Social Media Marketing Certification (2024-2026)

Hootsuite Social Media Marketing Certification (2024)

EDUCATION

BA in Public Relations, Texas Tech University
