

Kady MacArthur

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Marketing and Communications Executive

Experienced marketing leader with over 13 years in advertising, digital marketing, global brand development and content strategy. Proven track record of increasing job applicants to 10M+ and generating \$228M in revenue in one year. Drove a 14% increase in brand reputation and grew social media following to over 2M in less than two years.

WORK EXPERIENCE

Apex Systems 06/2013 – 06/2024

Director of Marketing and Business Development

Reported to the CMO and led and controlled budgets for cross-functional marketing communications and business development departments, consisting of five (5) global teams and 30+ employees – Corporate Communications, Digital Marketing, Content and Creative Services, Proposals, and Telesales; drove internal and external brand identity and business growth through various channels and acquisition campaigns.

- Partnered with internal stakeholders to refresh brand positioning; owned advertising strategy and led digital media campaigns for client and candidate acquisition and retention via digital platforms and print media. Drove job applicants to 10M+ and website leads to 640 yielding a total of \$228M in revenue in four quarters.
- Used data analytics to analyze audience behavior and preferences, stay up-to-date with trends, and create targeted content and advertising strategies that positively enhanced brand reputation by 14% and grew social media following by 150% to over 2 Million across multiple platforms in less than two years.
- Developed and promoted high-quality thought leadership, case studies, blog, white papers, social media, podcasts, video, and other content that aligned with key aspects of business goals, significantly boosting lead generation efforts and audience interaction for both Apex Systems and parent company ASGN, Inc.

Associate Director, Marketing and Content Strategy

Built Apex's first Content Marketing function. Developed and implemented content strategies to globalize the brand's messaging; created and promoted compelling and engaging high-quality content across multiple digital and print channels and ensured consistency and quality in the branding efforts.

- Led brand refresh including creating targeted personas and revamping all marketing collateral to update key messages, value propositions, and visual concepts based on results from A/B and multi-variant tests.
- Planned and managed Apex's Talent Network redesign to focus on a personalized user experience and enhanced advocacy, immediately increasing completed job applications by 12% upon launch. Owned budgets and led all advertising campaigns for corporate job postings.
- Built and maintained a network of strategic vendor relationships to augment internal teams and reduce the need for additional headcount.

Proposal Team Manager

Managed and trained the Proposal Team consisting of Proposal Managers, Content Specialists, and Creative Design; increased win rate by 15% for B-rated bids.

- Planned, scheduled, allocated resources, advocated for and oversaw multiple proposal efforts while also personally contributing as a proposal manager, reviewer, and final quality control.
- Created comprehensive style guides, PowerPoint templates, and self-service marketing collateral library to standardize corporate branding to reduce ad-hoc requests by 20% and ensure consistency and professionalism in all client interactions.

Proposal Manager / Writer

Developed persuasive and compelling content for varied audiences; created proposals, bids, and sales/marketing documents that clearly demonstrated the organization's value proposition and competitive advantage to win new business opportunities.

eMASON d.b.a. Clarifire Marketing and Communications Specialist

Designed and implemented communications and marketing strategies, managed digital and print content, and coordinated events and campaigns to increase brand visibility and engagement with target audiences.

- Prepared organizational publications including media placements, social media, pitch letters, email marketing campaigns, op-ed pieces, corporate communications, and press releases.
- Managed advertising agencies to arrange promotional campaigns in all types of media for products, the organization, and key individuals. Led and measured product and brand awareness events while implementing ROI strategies.

Electronic Data, Inc. (EDI)

Proposal and Marketing Coordinator

Built infrastructure for the company's first proposal and marketing functions and supported the VP of Sales and Marketing.

- Managed the Request for Proposals (RFP) bid pursuit process and developed content library; wrote and designed campaigns including news and events articles, newsletters, and web and social media content.
- Owned all corporate marketing and brand awareness events including trade shows and conferences. Coordinated Airport Maximo User Group (AMUG) for all North American Airports and grew membership by 15%.

EDUCATION

B.A. English Literature

University of South Florida

CERTIFICATIONS

Google Analytics Certification

Skillshop

Digital Marketing Certification

HubSpot Academy

AWARDS & SCHOLARSHIPS

Shared Services Employee of the Year – 2016

President's Club Trip – 2023, 2021, 2018, 2016

Best of Shared Services Award – 2020

VOLUNTEERING & LEADERSHIP

Back Office Leadership Team

Shared Services Leadership Council – President

Women@Apex – Mentor / Program Facilitator

Prince George County Emergency Crew - Grant Writer and Marketing

Over \$300,000 in grants awarded

SKILLS

Marketing and Communications: Adobe Creative Suite, Analytics, Advertising, Brand Awareness, Brand Globalization, Building and Leading High-Performing Teams, Campaign Management, Change Management, Contact Monkey, Content Creation, Content Strategy, Copywriting, Corporate Communications, Crisis Management, Customer Experience (CX), Data-Driven Campaigns, Digital Marketing, Event Coordination, Facebook, GA4, Google Analytics, Hootsuite, HubSpot, Instagram, Intranet, Lead Generation, Leadership, LinkedIn, Marketing Strategies, Media Planning, Press Releases, Project Management, ROI Strategies, Salesforce Marketing Cloud, Social Media Management, Strategic Partnerships, User Experience (UX), Vendor Management, Web Content, Website Management