

KAITLYN BETANCOURT

Timnath, CO | 970-381-0627 | endres.kaitlyn@gmail.com

Operational Foresight & Systems Thinking | Budget Stewardship | Cross-Functional Influence

Strategic marketing operations leader who unites financial discipline, scalable systems, and people-first execution

Results-driven Director of Marketing with a highly disciplined, detail-oriented operating mindset. Known as the “blind-spot checker” who brings structure and a multi-functional perspective to complex marketing ecosystems. Pitched and secured a \$400k marketing budget to build an inaugural internal marketing team while maintaining financial transparency through vendor audits, contract negotiations, and KPI frameworks allowing executive leadership real-time visibility into spend and ROI. A people-first leader who helps scale teams and vendors with curiosity and accountability by driving engagement growth, operational efficiency, and marketing execution that is human-centered and performance-driven.

AREAS OF EXPERTISE

Marketing Operations Leadership | Budget Management & Financial Governance | Vendor & Agency Management Campaign & Product Marketing Operations | KPI Development & Performance Analytics | Marketing Systems & Automation | Process Design & SOP Development | Cross-Functional Leadership & Enablement | Executive Reporting & Stakeholder Communication | Workflow Optimization & Operational Scale

PROFESSIONAL EXPERIENCE

FIRST THINGS - Remote

Director of Marketing & Publication (2026 - Present)

- Serving as organization’s inaugural internal Director of Marketing including consolidating and optimizing formerly fragmented marketing functions, vendor structure, and budget stewardship efforts.
- Pitched and secured a \$400K annual marketing budget to lead a team of 12 vendor contracts to support cross-functional teams including marketing, creative, technology, and customer service.
- Identified a 6-24 month subscriber window as primary churn risk (81% of cancellations) and leading the development of lifecycle retention campaigns to mitigate churn.
- Restructured contractor agreements and workflows across teams and introduced formal deliverable ownership and scope boundaries where none previously existed.
- Developed and executed top-of-funnel audience growth campaign for a ten-newsletter portfolio where a single cross-promotional email drove 7.5% subscriber growth in less than 24 hours.

AUGUSTINE INSTITUTE - Remote

Senior Marketing Operations Manager (2025 - 2026)

- Promoted into a senior marketing operations leadership role to own high-impact, confidential initiatives, drive operational scale, and provide autonomous decision-making across marketing functions.
- Generated \$750K+ in annual cost savings by renegotiating vendor contracts, optimizing outsourced vs. internal resources, and reallocating spend to higher-ROI partners.
- Managed a \$2M annual marketing budget and lead 7 external vendors to implement financial tracking, reconciliation, and reporting systems that ensure spend transparency.
- Built standardized marketing operations infrastructure by creating interdepartmental & campaign SOPs, workflows, naming conventions, and tracking frameworks that improve execution consistency and elevate cross-functional collaboration.
- Served as the key operational lead for marketing while managing an internal direct report and acting as the central escalation point for process design, campaign execution, and delivery optimization.

Senior Product Marketing Manager (2023 - 2025)

- Promoted into a cross-functional leadership role to pivot from digital engagement into strategic product marketing, overseeing 2-3 departments and navigating high-stakes stakeholder relationships to restore and strengthen high caliber expectations, alignment, and results.
- Drove 12.5% YoY revenue growth across quarterly and one-time gift appeals against a \$1.4M target by executing high-velocity, multi-channel campaigns that increased donor conversion and lifetime value.
- Scaled monthly giving society to 15,000+ active members with 90% retention, generating \$340K+ in recurring monthly revenue, and delivering the 2 highest-grossing months on record (\$340K, \$332K) in 4 weeks.

- Led 3 of the highest-attended webinars in company history (15K, 13K, 11K registrants) which established a new performance benchmark and significantly expanded brand awareness, lead acquisition, and engagement pipelines.
- Implemented agile marketing workflows using ClickUp and Slack by applying agile methodologies to campaign planning, sprint execution, prioritization, and cross-team visibility in fast-moving environments.

Digital Engagement Specialist (2022 – 2023)

- Joined as the company's first in-house hire for social media and public relations to build the digital engagement from the ground up and centralize ownership across 6 distinct brands.
- Conducted a full-funnel social and visual audit by assessing historical performance, vendor usage, content quality, and engagement KPIs to reset the strategy and establish scalable growth benchmarks.
- Increased overall social media engagement by 354.9% through targeted, data-driven content strategies, audience segmentation, and platform-specific optimization.
- Built out the operational infrastructure for social marketing from implementing project management tools, streamlining approval workflows, and creating SOPs that reduced friction and improved execution speed.
- Managed paid social spend of \$10K–\$15K on average to execute in-house campaigns and partner with agencies on larger initiatives that maximized ROI and performance efficiency.

EXTENDTECH - Remote Marketing Director (2021 – 2022)

- Recruited as the company's first Marketing Director to build the marketing function from zero for a high-growth company in the NetSuite ecosystem.
- Designed the full marketing infrastructure from scratch by establishing operating rhythms, channel strategy, vendor partnerships, and scalable workflows with no prior legacy systems in place.
- Owned the market positioning and go-to-market foundations in collaboration with leadership to define value proposition, messaging hierarchy, and overall growth strategy.
- Built and led the initial marketing team by managing 2 direct reports/vendors and owning recruitment, onboarding, role definition, and operational workflows.

ANCHOR GROUP LLC – Remote Digital Marketing Coordinator (2020 – 2021)

- Hired to support digital marketing operations and campaign execution while partnering closely with the Digital Marketing Manager to deliver cross-channel initiatives on time and to spec.
- Executed and optimized email marketing campaigns via Mailchimp by supporting segmentation, deployment, testing, and iteration that contributed to improved engagement rates.
- Played a key operational role in product launch readiness through identifying friction points in user flows, documenting issues, and collaborating with technical teams to refine UX prior to release.
- Built foundational experience in marketing operations and product workflows while establishing the execution discipline and systems-thinking that enabled progression into senior and director-level roles.

THE NATIONAL CHANNEL – Belize Media & Television Host (2020 – 2022)

- Recruited by executive leadership to co-host and help develop Over a Coffee, a nationally broadcast video podcast designed to scale into expanded programming.
- Served as on-camera co-host and content collaborator to deliver polished, engaging discussions while representing the brand across televised and digital media formats.
- Partnered with producers and directors to shape episode themes, refine messaging, and adapt content in fast-paced production environments with evolving creative direction.

SOLT MILLIONARY/JOHN PAUL II JUNIOR COLLEGE - Belize Professor, Theology & English, Marketing Operations (2019 – 2020)

- Created operational frameworks and training materials adopted by faculty by enabling program continuity and scale beyond individual ownership including a 50-hour capstone project.
- Managed marketing operations alongside academic leadership spanning website maintenance, social media presence, and institutional photography to support enrollment and brand visibility.

EDUCATION

**Bachelor of Arts in Journalism & Mass Communications | Minors in Entrepreneurship & Theology
BENEDICTINE COLLEGE**