

KATHRYN BOWEN

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Marketing leader with 12+ years of experience building marketing functions, developing positioning strategies, leading cross-channel campaigns, and driving measurable growth across startups and enterprise organizations.

WORK EXPERIENCE

Digital Marketing & Growth Consultant

Mar 2025 - Nov 2025 | Cape Town, SA

- Led enterprise repositioning, shifting messaging from SMB to enterprise decision-maker audiences
- Built integrated messaging and content system across website, sales enablement, and digital channels, including SEO and Google Ads messaging optimization to support acquisition performance
- Drove 318.8% increase in conversion rate, 641% increase in MQLs, and 125% increase in SQLs within six months, alongside 20+ position SEO ranking gains into the top 10
- Partnered with sales and account management teams to develop customer co-marketing and storytelling programs across content, events, and social channels

Head of Marketing

Sapta | Nov 2023 - Feb 2025 | Toronto, CA & Cape Town, SA

- Led positioning and messaging for an AI-powered capital allocation startup, supporting brand clarity and thought leadership
- Supported development of investor pitch deck and strategic narrative for fundraising conversations
- Owned website messaging and content strategy, contributing to a 600% increase in organic traffic within six months
- Drove LinkedIn content strategy, increasing engagement and follower growth among target enterprise audiences

Marketing Director

Salesforce | Aug 2019 - May 2023 | Toronto, CA

- Led a team of six and managed a multimillion-dollar budget across global engagement and communications programs
 - Directed large-scale marketing campaigns and storytelling initiatives reaching audiences worldwide
 - Developed and executed programs supporting employee engagement, brand awareness, and adoption
 - Partnered with agencies, vendors, and internal stakeholders to deliver strategic marketing initiatives
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Senior Marketing Manager

Salesforce | Feb 2018 - Jul 2019 | Toronto, CA

- Co-developed and launched Camp B-Well, a global employee engagement initiative that scaled across 20+ offices
- Built and scaled an ambassador-led engagement program to 14K+ members worldwide
- Developed campaign messaging, content frameworks, and adoption strategies supporting global participation
- Partnered across HR, communications, marketing, and leadership teams to drive program success

Marketing Manager

Salesforce | Aug 2015 - Jan 2018 | San Francisco, US

- Led global campaign execution for Salesforce's annual business planning process (V2MOM), achieving 100% employee participation worldwide
- Collaborated with product and IT teams to improve adoption of internal tools through messaging, user feedback, and stakeholder alignment
- Supported enterprise-wide employee engagement and volunteer initiatives across multiple regions
- Managed cross-functional projects involving marketing, technology, and business stakeholders

ADDITIONAL SALESFORCE EXPERIENCE

Early career progression across Finance, IT, and Revenue Operations (2006–2015)

EDUCATION & CERTIFICATIONS

Digital Marketing, Brainstation | 2017

Project Management Professional, Project Management Institute | 2010

Bachelor of Arts, Honours, University of Toronto

SKILLS

Marketing Strategy • Brand Positioning • Demand Generation • Content Marketing • Campaign Management • Team Leadership • Budget Management • Cross-Functional Leadership • SEO • Marketing Operations • Website Strategy • HubSpot • WordPress • Google Analytics • Semrush • Claude • Midjourney • Riverside