

A. KATHLEEN BAKER, MBA

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SENIOR MARKETING LEADER

Innovator | Change Agent | Collaborative Partner

Marketing executive invested in tech-enabled solutions, leading winning teams to deliver for multiple constituents. Create and implement business process innovations, collaborating across business units to save \$10M+. Leverage executive-level communication to ideate, lead strategic direction and guide successful marketing programs.

Core skills:

Collaborative Solutions | Achievement Oriented | Business Development | Project Management
Partner Relationship Management | Data Analysis | Strategic Planning | Marketing Automation
Marketing Integration | Next-Gen AI Marketer | Business Process Transformation

PROFESSIONAL EXPERIENCE

T-MOBILE US, Overland Park, KS

2020 – 2023

Senior Manager, Merchandising

Direct diverse team of 13 to plan, distribute, purchase and ship merchandising point of sale for 5K+ stores.

- Post-merger, in August 2020, rapidly established deep relationships and processes with T-Mobile product teams + 9 external suppliers and more than 40 internal peers to successfully deliver holiday merchandising campaign.
- Created innovative intelligent automation solution to automate graphic file transfer process, saving 500 hours \$75K annually to deliver 40K files from our agency and external suppliers.
- Created FLOW approach (Frictionless, Linked, Operational Workflow), as a principle for optimizing work e.g., Workfront integration to open SKU#s via automation versus manual entry, anticipated to save hundreds of hours for visual merchandising, marketing, planogram, and production teams.
- Proposed and received funding to initiate an Innovation Lab to link the MarTech stack, providing greater access to an integrated store view including real estate data, planogram, and store profile information.
- Leveraged data analytics to save \$10M over 3 years to support an expanded marketing plan.
- Transformed new store kit merchandising process, raising net promoter field scores from detractor to promoter.
- Managed complex \$39M budget with agility and meticulous attention to detail using Excel to develop a store algorithm to reduce forecast by 7% without impacting marketing strategies.

SPRINT, Overland Park, KS

Manager, Print Strategy and Logistics

2008 – 2020

Championed teams to support brand programs for multiple business units, including retail communications, direct mail, and device packaging. Worked across 9 departments, agency partners, suppliers, and NGOs.

- Developed a business plan to create and staff a Direct Mail internal agency, saving \$5M annually.
- Created a roster of 24 commercial partnerships, ensuring cross-solution of partner capabilities for evolving needs.
- Received national NGO acclaim for establishing Sprint Paper Leadership Council with entrepreneurial approach.
- Presented at Sustainable Brands Annual Conference (San Diego) and Women in Print (Washington DC).
- Hosted conferences to educate and support positive customer relationships with peer business units on marketing services and separately to engage suppliers in Sprint's sustainability efforts.

SPRINT - Continued

- Launched 90+ stores for joint venture with Dixon's CarPhone Warehouse (UK company), increasing revenue.
- Delivered industry first Fed Ex / UPS campaign to 1.3M customers during peak holiday season.
- Implemented Workfront SaaS program with enthusiasm to project manage 2K projects annually.
- Managed forecast and budget (\$20.5M), ensuring spend managed according to business objectives.
- Established KPIs and tracked progress against goals, ensuring annual procurement savings achieved.

Manager, Retail Creative Studio, an in-house agency**2007 – 2008**

Optimized an in-house agency of 7 people serving 5 departments while defining the team's priorities and implementing workflow management software to drive cost savings by keeping creative in-house.

Manager, Direct Marketing**2005 – 2007**

Recruited to manage expansion of direct mail nationally, delivering 200M packages annually.

- Awarded Sprint Excellence Award for saving \$4M by implementing a paper supply chain program and USPS discounts.
- Implemented Noosh SaaS program to manage direct marketing comparative digital bidding, yielding 15% savings year over year.

ADDITIONAL RELEVANT EXPERIENCE**HARTE-HANKS**, Manager of Business Development Pharmaceutical / Life Sciences

- Plan development and implementation of B2B marketing campaigns, increasing revenue by 270% year over year.
- Created and executed integrated marketing campaigns including direct-to-physician, direct-to-patient mail, direct-to-consumer (B2C) media placement, IVR, call center, customized databases, data entry, email, website, Rx sampling, market research, and analytics for pharmaceutical companies.
- Assembled virtual teams across 5 locations, delivering integrated marketing solutions.

EDUCATION**Master of Business Administration (MBA)**, Marketing, University of Kansas City - Missouri, Kansas City, MO**Bachelor of Science (BS)**, Management, Kansas State University, Manhattan, KS**BOARD EXPERIENCE**

Secretary, Association for Postal Commerce, Washington DC

President, Board of Trustees for Community School #1, Kansas City, MO

ACHIEVEMENTS

Certificate – Pilot AI for Marketers

T-Mobile Q3 2020 Winner's Circle Award

Sprint Excellence Award (top 1% of 80K employees)

Toastmaster - Advanced Communicator

"A" Grade from Forest Ethics NGO for Paper Leadership Council Policies