



Kate Weed

CO-FOUNDER & PARTNER AT TAPAS MARKETING

PROFESSIONAL SUMMARY

Marketing Director turned Entrepreneur with a demonstrated history of excelling in the tech, sports, manufacturing and automotive verticals. Passionate about the demystification of marketing, Kate enjoys working with small to mid-sized companies to identify business objectives, develop overarching strategies and managing a team of experts to accomplish the company's goal.

CORE SKILLS

- Marketing Strategy
- Blending of Planning & Agility
- Branding
- Storytelling & Communications
- Content Strategy & Creativity

CONTACT DETAILS:

Cell: 480.278.3616
500 S. Mill Ave., PO Box 3414, Tempe, AZ, 85281
Email: kate@tapas-marketing.com
tapas-marketing.com
[@tapas_marketing](https://www.instagram.com/tapas_marketing)

MOST PROUD OF:

- Helping to launch the marketing campaign for the world's first 3D-printed car
- Founding Tapas Marketing to offer small to mid-sized businesses a virtual marketing solution
- Building and nurturing a culture of inclusion and innovation by developing each team members' strengths
- Mentoring young professionals
- Back-to-back fantasy football championships

EXPERIENCE

MARKETING DIRECTOR

Technology
Automotive
Tourism

- Develop short and long term marketing strategies to drive brand awareness and support revenue goals
- Plan and manage marketing campaigns and events
- Analyzing and reporting real data to prove true return on marketing investment

SOCIAL MEDIA & PR DIRECTOR

Sports
News
Manufacturing

- Create new revenue opportunities through social media
- Pair traditional methods of communications such as press releases with modern approaches like influencer marketing
- Integrate content marketing with overall communication strategy

ACADEMICS:

UNIVERSITY OF ARIZONA

Bachelors in Business Economics
Bachelors in Management Information Systems