

KATE OLSON
BRAND, MARKETING & COMMUNITY STRATEGY DIRECTOR
Los Angeles, CA | kateolsonmarketing@gmail.com

EXPERIENCE

BRAND & GROWTH STRATEGY DIRECTOR | INDEPENDENT CONSULTING | 2023–PRESENT

- **KANE Footwear:** Led research-backed category, brand, and lifecycle strategy spanning positioning, launches, retention, loyalty, and advocacy.
- **Kansas State University Salina:** Authored a comprehensive digital rebranding strategy.
- Additional work includes a 100-person in-kind creator program for **Hypothesis Scrubs**, social strategy for **Legends Apparel**, and a five-month **Lionsgate** consumer insights engagement.

DIRECTOR OF MARKETING & EVENT STRATEGY | MERCURY EVENTS | 2024–PRESENT

- Lead cross-functional brand strategy driving registrations and sellouts.
- Own High Tide Runs portfolio strategy across digital marketing, partnerships, event development, scheduling, permitting, and launches.
- Develop race brands, ambassador strategy, promotions, and event experiences.

FOUNDER | LA RUNNING CONNOISSEUR | 2023–PRESENT

- Built an LA running platform with an 18K+ audience and 5K monthly site users, featured by the Los Angeles Times, Outside, and UltraSignup.
- Develop partnerships with races, retailers, and fitness brands, creating content and promotions around community needs.

DIRECTOR, SOCIAL & DIGITAL STRATEGY | 1TWENTYFOUR AT IGN | 2021–2023

- Led global brand, digital, creator, and consumer products strategy for Warner Bros. franchises, including Wizing World, DC, and House of the Dragon.
- Directed a \$100K Wizing World campaign across 11 countries and 41 creators, generating 3.4M+ reach, 273K+ engagements, and a 12.4% engagement rate.
- Led creative strategy and partnerships for *High on Life*, *Dead Island 2*, Wendy's, and Old Spice.

LEAD RESEARCHER & STRATEGIST | FANTHROPOLOGY | 2019–2021

- Led audience, brand, and positioning research for Apple TV+ and HBO Max, translating consumer insights into campaign recommendations.
- Developed social strategy for series including *Making the Cut* and *World's Toughest Race*.

HEAD OF STRATEGY | HOME BREW AGENCY | 2015–2019

- Directed integrated digital and social strategy for film, series, mobile app, and video game campaigns, including \$2.3B+ in theatrical releases and IAC-winning, Clío-shortlisted work.
- Managed and mentored strategy and social teams across integrated campaigns.

EDUCATION

BA, Media & Communication (Advertising) | Muhlenberg College