

Karl N. Kaluza

Marketing and Communications Professional

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Dynamic Marketing and Communications Professional with extensive experience and a proven track record of elevating companies and organizations. Expertise in designing effective marketing strategies, fostering transparent communication between internal and external stakeholders, and introducing new technologies to enhance workplace efficiency. Proven ability to build and lead high-performing teams, manage external marketing and public relations agencies, and generate business opportunities that drive significant revenue growth. Notable achievements include increasing brand awareness and exposure, resulting in billions of positive social and earned media impressions.

Core Competencies

- Project Management • Brand Strategy & Campaigns • Product Go-To-Market Strategy & Execution • SaaS, FinTech Cloud Marketing • Salesforce & HubSpot CRM • Targeting/Segmentation (RFM, LTV) • SEO, GA4, WordPress, PPC, ETL, AI, Co-Pilot • Digital & Social Media Content Development • Demand Generation & Lead Management • Market Research, Analysis & Reporting • Tradeshows & Event Management • Design & Video (Adobe Creative Suite) • Thought Leadership (Blog) Programming

Experience

Marketing & Communications Lead

Company: Member Access Processing

Seattle, WA

2009 - 2024

- Strategically directed corporate marketing and communications functions, devising and executing comprehensive brand, promotional, and marketing strategies that drove substantial growth for a SaaS company.
- Led and managed a team of marketing professionals, public relations experts, and research agency partners, achieving corporate objectives and enhancing brand visibility and market presence.
- Contributed to annual revenue growth of 10-15%, achieved an NPS score of 92, and maintained a 98% customer retention rate while consistently achieving budget targets, remaining at least 10% under budget each year.
- Successfully launched over 30 products, including APIs/Developer tools, an online/mobile payment app, Visa Signature, Design-a-Card, MAP Plastics, and more.
- Implemented a thought leadership program, fostering strong relationships with media and industry influencers, which increased brand awareness and market penetration.
- Achieved over 258 million impressions through earned and social media coverage in the past year, and introduced award-winning content while overseeing the ongoing development of multiple company websites and social media channels.
- Supported internal communication initiatives, driving cultural change within the organization, and established an efficient SharePoint-based Intranet and team collaboration management system.

Marketing Director

Company: Fulcrum Foundation

Seattle, WA

2003 - 2009

- Led all facets of brand marketing and communication strategies for a \$43M capital campaign.
- Managed and successfully executed a \$43M fundraising campaign, meeting all financial targets and exceeding expectations.
- Effectively engaged target audiences resulting in increased revenue across all channels.

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- Revamped and modernized marketing collateral for the annual campaign, resulting in improved brand awareness and increased donor participation.
- Implemented a multi-channel marketing strategy, including direct-mail, email, web, video, and physical presentations, which were showcased at a highly successful \$1M+ gala event.
- Developed and executed marketing communications and media relations materials for the organization, resulting in increased media coverage and public awareness.
- Conceptualized and designed award-winning annual reports, showcasing the organization's achievements and impact to stakeholders.

Communications Consultant

Company: MCD Communications

Seattle, WA

2001 - 2003

- Collaborated with business and nonprofit clients as a strategic and trusted partner
- Developed and executed comprehensive campaigns utilizing various media platforms, including direct-mail and other media platforms
- Developed and produced marketing communications and media relations materials
- Established and maintained positive relationships with media outlets
- Managed budgets for community events and public presentations
- Captured and retained the attention of key stakeholders
- Executed donor development and direct-mail programs for business and nonprofit clients
- Enhanced the effectiveness of both new and existing programs

Education

Bachelor of Arts in Public Relations,

Carroll College, Helena, Montana

Master of Science in Mass Communication,

S.I. Newhouse School of Public Communication, Syracuse University, Syracuse, New York

Certification

Professional Development

Mansfield Cultural Exchange Study: Kumamoto University of Commerce