

KATIE WAYLES

Marketing & Corporate Communications Portfolio

PROFESSIONAL OVERVIEW

Marketing and communications leader with 8+ years driving corporate communications, content strategy, and brand development. Experienced across SaaS, retail intelligence, and healthcare marketing with focus on LinkedIn strategy, executive thought leadership, SEO content, and data-informed storytelling aligned to business objectives.

CORPORATE LINKEDIN STRATEGY & BRAND POSITIONING

Swoop | 2025

Business Objective

Strengthen Swoop's positioning as a forward-thinking healthcare marketing partner by evolving LinkedIn content from informational posts to strategic, insight-driven thought leadership supporting brand differentiation within a competitive healthcare marketing landscape.

Primary objectives included:

- Increase credibility among pharma and healthcare marketing professionals
- Reinforce AI-forward and performance-driven brand positioning
- Drive meaningful engagement over vanity metrics
- Strengthen consistency in brand voice

Strategic Approach

Designed and implemented a content framework centered around three pillars: Industry Forecasting & Performance Commentary, Educational Value for Modern Brand Marketers, and Human-Centered Innovation. Each post was structured to lead with a strong opinion-driven hook, deliver substantive non-promotional insight, reinforce brand positioning, and encourage discussion-driven engagement.

Execution

Led high-frequency, video-first LinkedIn strategy, increasing cadence from 2-3 posts per week to 2 posts per day, including daily original video content designed to maximize reach and watch time. Execution included content calendar architecture, in-house video editing and production, industry trend analysis, messaging frameworks aligned to executive brand voice, and continuous performance monitoring and optimization.

Business Impact

- Increased LinkedIn follower growth by **34% within 9 months**
- Improved average engagement rate by **47%**, driven by shift to insight-led, video-first content
- Expanded organic impressions by **62%** following implementation of high-frequency publishing cadence
- Scaled LinkedIn organic content publishing by **367%** through AI-accelerated workflows (ChatGPT, Claude, Sprout Social AI)
- Strengthened Swoop's positioning as an AI-forward, performance-driven healthcare marketing partner

CORPORATE LINKEDIN STRATEGY & BRAND AUTHORITY

Buxton | 2023-2024

Business Objective

Establish Buxton as a leading authority in retail intelligence and consumer analytics by strengthening organic LinkedIn presence and elevating executive visibility. This strategy aligned LinkedIn positioning with enterprise sales and executive credibility objectives.

Strategic Approach

Established a structured content architecture centered on narrative alignment, executive positioning, and strategic consistency. Framework pillars: Retail Industry Intelligence, Data-Driven Thought Leadership, Omnichannel & Personalization Strategy, and Executive Amplification.

Execution

Led end-to-end organic LinkedIn strategy, increasing cadence from 2-3 posts per week to 2 posts per day. Responsibilities included content strategy and calendar design, topic development aligned to market trends, executive-aligned messaging frameworks, cross-functional alignment to maintain brand standards, and performance analysis and iterative optimization.

Business Impact

- Increased publishing frequency by **133%**
- Drove **364% year-over-year engagement increase**
- Expanded organic impressions by **41%**
- Increased follower growth by **26%**
- Reinforced authority within competitive retail intelligence SaaS landscape

SEO-DRIVEN CONTENT STRATEGY

Buxton | Retail Intelligence SaaS

Business Objective

Strengthen inbound visibility and reinforce Buxton's authority in retail intelligence by developing long-form content aligned to search intent and core product positioning. This initiative supported broader demand generation and sales enablement objectives.

Strategic Approach

Designed and implemented a structured SEO strategy grounded in search intent and market differentiation. Key focus areas included: High-Intent Keyword Alignment targeting priority retail analytics themes, Authority-Building Thought Leadership balancing search optimization with executive-level insight, Funnel Stage Targeting supporting awareness and consideration stages, and Positioning Consistency ensuring blog narratives aligned with executive messaging and broader brand strategy.

Execution

Led development of SEO-aligned long-form content using SEMrush and Ahrefs targeting high-intent retail analytics keywords, developing content on first-party data strategy, AI personalization, omnichannel retail, and location intelligence. Each article addressed defined search intent, delivered substantive non-promotional insight, integrated keyword optimization strategically, and strengthened market credibility.

Business Impact

- Increased visibility for priority retail analytics keywords across competitive SERPs
- Strengthened domain authority positioning within retail intelligence category

- Supported mid-funnel lead generation through search-aligned educational content
- Integrated SEO strategy with enterprise sales narrative and executive messaging

EXECUTIVE MESSAGING & MEDIA AUTHORITY

Buxton | Retail Intelligence SaaS

Role

Strategic ghostwriter and executive communications partner to the CEO.

Business Objective

Elevate executive credibility and strengthen Buxton's authority within retail and consumer intelligence through timely, data-driven commentary aligned to macroeconomic trends.

Strategic Approach

Implemented a proactive executive messaging framework aligned to macroeconomic and retail trend cycles, ensuring consistent authority positioning through CPI trend responsiveness, holiday retail forecasting, omnichannel strategy positioning, and AI-driven personalization insights. Ensured all messaging aligned with corporate positioning and broader marketing strategy.

Execution

Developed executive bylines, rapid-response economic commentary, industry forecast analysis, and data-to-narrative translation of proprietary insights while maintaining non-promotional tone and reinforcing brand authority.

Media Authority & Business Impact

Built media relations strategy post-acquisition, managing PR agency partnerships to secure executive commentary placements in **USA Today, U.S. News & World Report, Bloomberg, Kiplinger, and Total Retail**, exceeding impression and engagement targets.

- Elevated executive visibility in national and trade publications
- Strengthened brand authority among enterprise retail decision-makers
- Established repeat media engagement through credible data-driven commentary

CORE CAPABILITIES

Marketing Strategy: Brand positioning • Audience segmentation • Thought leadership frameworks

Corporate Communications: Executive messaging • Media commentary • Cross-functional narrative alignment

Content & Channel Strategy: LinkedIn growth strategy • SEO content architecture • Omnichannel storytelling

Analytics Translation: Data-to-narrative conversion • Consumer behavior interpretation • KPI-aligned messaging