

KIM FLUM

1117 HICREST ROAD GLENDORA CALIFORNIA 91741 | 310-945-7499

[LINKEDIN.COM/IN/KIMFLUM](https://www.linkedin.com/in/kimflum) | [CRAFTCOMMUNICATIONS.COM](https://www.craftcommunications.com) | [KIMFLUM.COM](https://www.kimflum.com) | [KIM@KIMFLUM.COM](mailto:kim@kimflum.com)

SENIOR MARKETING LEADER — Revenue Growth • Positioning • Brand • Digital • Integrated Marketing

20+ years of experience driving measurable growth across AI & technology, startups, finance, SaaS, B2B, e-commerce, media and consumer brands. Proven record managing large budgets, launching platforms, increasing revenue and improving marketing efficiency through clear strategy, execution and testing.

CORE SKILLS — Strategy & Execution • Growth & Optimization • Brand & Positioning • Analytics & Performance Measurement • Core Systems/Function Building (First/Only Hire) • Finding the Hidden Problem

IMPACT SUMMARY

- Drove triple-digit revenue growth through integrated marketing programs
- Increased web traffic year over year through digital, search and content optimization
- Reduced churn and improved retention through targeting, messaging and lifecycle improvements
- Led marketing for Fortune 100 companies, global brands, startups and public-sector organizations

PROFESSIONAL EXPERIENCE

INTEGRATED MARKETING CONSULTANT / PRINCIPAL

Craft Communications — Integrated Marketing Communications Agency | 2008–present

Lead integrated marketing strategy and execution for clients across B2B, finance, e-commerce, automotive, education, technology and public sectors.

- Designed and executed cross-channel marketing programs, serving as fractional CMO or senior marketing lead aligning strategy, creative and performance against business goals
- Built and refined systems for measurement, optimization and continuous improvement
- Advised executives and stakeholders on positioning, messaging and go-to-market strategy
- Clients include Magellan GPS, MiTAC, OCTA, CSUN, 1-800-DENTIST and Informa Research Services

MARKETING DIRECTOR

Open Technology Incubator — Venture-Building & Advisory Platform | 2026 - present

Lead marketing across a portfolio of early-stage AI technology ventures, shaping brand, positioning, launch planning, communications and digital presence.

- Clarified customer, use-case, proof and commercial-model questions and created informed GTM strategies, marketing/communications plans and sales enablement systems
- Translated scientific and technical inputs into product positioning and customer-facing explanations
- Developed brand identities, logos, taglines, websites, executive messaging, press releases, investor materials and pitch decks, paired with venture-specific marketing plans
- Created repeatable GTM and launch systems and processes for a series of open source/AI startups
- Aligned all messaging to communicate with multiple audiences, including customers and investors

MARKETING, BRAND & COMMUNICATIONS LEAD

QSI, Inc. — Financial Services Technology Provider | 2019–2025

Served as the in-house owner of all marketing, brand and communications for QSI, affiliated companies and startups, overseeing digital, PR, crisis communications, sales support and creative development/execution.

- Managed all advertising, digital media and online presence
- Designed, built and launched multiple websites from scratch, including structure, content and SEO
- Led a complete rebrand of the parent company and created branding/GTM for multiple startups
- Owned all public relations and crisis communications, including messaging and external coordination
- Wrote all marketing and communications copy, including emails and newsletters, website content, technical product pages and blogs, product messaging, press materials and sales support materials
- Designed all brand and marketing assets, including logos, visual identity systems and sales collateral
- Supported multiple product launches through integrated digital, brand and communications efforts

HEAD OF CORPORATE MARKETING

Magellan (MiTAC Digital Technology) — Consumer Electronics Company | 2017–2019

Directed all marketing operations, overseeing brand, digital and integrated campaigns for corporate as well as multiple business units, B2C enthusiast and consumer products and B2B fleet navigation products.

- Led brand, digital, content and performance marketing initiatives, including new website
- Launched integrated campaigns to increase engagement and conversion
- Strengthened market positioning through clearer messaging and channel alignment

DIRECTOR, DIGITAL MEDIA & MARKETING

The Stronach Group — TV Sports Network | 2014–2016

Owned digital marketing and audience growth for an established sports broadcasting network and startup.

- Launched a new digital network with a small team, owning strategy, content and marketing
- Increased website traffic 54.77% YOY through search, social and display optimization
- Grew social engagement 146% through content and community strategy
- Increased email open rates 72% and click-through rates 64%
- Reduced paid member cancellations 26.06% through improved targeting and retention strategy

MARKETING MANAGER

FTSI — Financial Services Technology Provider | 2012–2014

Led marketing strategy, advertising, public relations and sales enablement for a banking technology provider.

- Managed integrated marketing across graphic design, sales support, public relations and events
- Implemented marketing automation and improved lead generation through Salesforce and Pardot
- Streamlined processes to improve efficiency and reporting

MARKETING MANAGER, INTERNATIONAL

Newegg.com — Global E-commerce Retailer | 2010–2012

Managed international marketing across digital, search, email, print and PR for a global e-commerce retailer.

- Generated 30% YOY growth in revenue, traffic and conversion
- Drove 165% traffic growth and 85% revenue growth through optimized channel mix
- Provided quantitative analysis and reporting to senior leadership

DIRECT MARKETING MANAGER

DIRECTV, Inc. — Fortune 100 Media Company | 2007

Managed direct response acquisition marketing responsible for 45%+ of total company sales.

- Oversaw \$90M budget generating \$300M+ annual revenue
- Improved ROI through testing, segmentation and operational efficiency
- Identified opportunities saving \$1M+ per month in direct mail costs

MANAGER, SALES & MARKETING

Daily Breeze / Los Angeles News Group — Regional Media Group | 2005–2007

Led circulation marketing and sales operations/teams for a regional media organization.

- Reduced churn 17%, saving \$510K+ in marketing expense
- Increased web sales 350% through website and funnel improvements
- Reduced marketing budget \$400K while increasing retention

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA) — MARKETING AND MANAGEMENT | 2011

California State University, Northridge

Class speaker, MBA hooding ceremony

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) — MARKETING | 2004

California State University, Northridge