

Gisella Walter

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Accomplished marketing professional with broad digital marketing experience, encompassing strategic planning, qualitative & quantitative research, creative and campaign development, product development, media planning & buying, database & email marketing, business development, and public relations. Possesses the ability and skill set to provide creative, innovative, enthusiastic, and forward-thinking leadership in a team environment, with the focus on achieving continuous, improved business performance.

EXPERIENCE

Founder/Operator

Mar 2020 - Present

Pedalista (pedalista.cc), Boulder, CO

Launched a start-up women's cycling apparel brand and e-commerce store, managing all startup operations and visual/brand/merchandising direction including product design, collateral, packaging, and site design.

Chief Marketing Officer

Jun 2018 - Jun 2020

GetVokl (Live-streaming, Social Media Start-Up), Boulder, CO

- Defined GetVokl's brand story and go-to-market strategy, designing and developing marketing materials, and messaging
- Collaborated closely with the product team to optimize and grow product adoption, retention, and engagement.
- Identified, negotiated, and formed strategic partnerships that drove growth and awareness.
- Implemented marketing strategies to fuel growth including performance advertising, growth marketing, content marketing, life cycle nurturing, PR Influencers, events, and customer advocacy.

Marketing Specialist

Aug 2017 - Jun 2018

Freewave Technologies (Wireless Communications Technology Company), Boulder, CO

- Evaluated and incorporated marketing technologies to automate processes, measure and analyze marketing efforts and integrate with Salesforce.
- Worked with key stakeholders to execute lead generation programs and support ABM efforts.
- Managed all digital channels -- Inbound and social, SEM/SEO, Content, Paid Media, PR.
- Planned and executed promotional campaigns, trade show events, and hackathons.

Co-Founder

Jan 2013 - Mar 2016

Glamhive (Social Shopping Platform), Seattle, WA

- Lead the inception, and development of the Glamhive app and website. This included UX/UI and the product roadmap.
- Secured over \$1M in seed capital and won the Seattle Angel Conference competition in 2016.
- Recruited and managed technical team
- Secured and implemented retailer integrations with app.
- Built relationships with key fashion retail partners and influencers.

Co-Founder

Oct 2006 - Sep 2011

IMM (imm.com, Digital Marketing Agency), Boulder, CO

- Defined and directed marketing requirements and digital strategies for Fortune 500 clients (that included Amazon, AT&T, Chili's, Quiznos, DirectBuy, Cisco, P&G, Universal, and Toyota.)
- Identified and formed vendor relationships with industry partners, technology, and service providers.
- Recruited and trained the agency digital marketing team (over 40 employees in five years) to service clients.
- Built the business to more than \$70 million in annual revenue. (Sold in 2011)

VP, Client Services

Jan 2002 - Jun 2006

Dstillery (Adtech Company), New York, NY

- Implemented processes and infrastructure to enable scalable, measurable, and profitable growth (From low 7 figures to over \$100M in two years.)
- Managed the client management team to expand advertising product sales, revenue, client satisfaction and operational support.

EDUCATION

Bachelor of Fine Arts (B.F.A.) - Media Studies

Aug 1988 - May 1992

Alfred University, NYSCC, Alfred, NY

SKILLS

Analytics, Email Marketing, Marketing Automation, Conversion Rate Optimization, Media Planning & Buying, Microsoft Office (Excel, Word), Adobe Creative Suite, Wordpress & Shopify, Google Analytics, Product Management, Application Development, Front-End Web Development, UI & UX Design, Web Design, Creative Development & Copywriting, Keyword research, Search Engine Optimization (SEO), PPC Campaign Management, Social Media Marketing, Content Marketing, Branding, Business Development

LICENSES & CERTIFICATIONS

Email Marketing Certified

2021

Hubspot - 83d6afea425b45aba7fd02d01a5bf27c

Google Analytics

2021

Google - 80902849

Google Adwords Search Certification

2021

Google - 80973390