

# Katharine M. Rosen

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## About Me

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I am a results-driven partnerships and marketing professional with a knack for blending analytical and creative skills to drive growth. As a Partnerships Manager, I've significantly boosted revenue and traffic for portfolio companies through key collaborations with top publishers like HealthLine and Forbes. With a strong background in optimizing affiliate programs and managing client relationships, I leverage my Google Ads and HubSpot certifications to craft impactful marketing strategies and am passionate about advancing equity initiatives.

## Relevant Experience

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### Mechanism Ventures

Boston, MA

*Partnerships Manager*

July 2023 - Present

- Act as an advisor to portfolio companies on partnerships and marketing strategies needed to scale their business in the education, mental healthcare, employment, nutrition, and eCommerce spaces.
- Create, lead, and expand affiliate programs to advance growth and achieve **71% YoY revenue growth, 85% YoY traffic growth** across portfolio startup companies.
- Cultivate and maintain relationships with strategic business partners, including YouTube, TikTok, Instagram, and Facebook influencers to expand market dominance across portfolio startup companies.

### Acceleration Partners

Needham, MA

*Associate, Senior Associate, Associate Account Manager*

September 2021 - June 2023

- Produced and oversaw the execution of strategic plans, operational tasks, client, and publisher communications for ten client accounts.
- Coordinated three direct reports for day-to-day management of client affiliate programs, publisher communications, weekly and monthly reporting, quarterly recruitment, fraud, and compliance checks.

### TribalVision

Boston, MA

*Marketing Associate*

October 2019 - September 2021

- Designed and implemented strategic plans, including website design, social media presence, and search engine marketing and optimization, to help clients establish and maintain an online marketing presence.
- Wrote copy, created assets, and designed workflows for email-based lead generation campaigns.

### Ten Feet Tall (KHJ Brand Activation)

Boston, MA

*Creative Intern*

June 2019 - October 2019

- Collaborated with cross-functional teams to coordinate all new business communications.
- Wrote copy for print and digital advertisements and other customer communications for four accounts.

### Conway Innovation & Entrepreneurship Center

Northampton, MA

*Social Media Intern*

September 2017 - May 2019

- Distributed and created collateral marketing material on Facebook, Twitter, Instagram, and WordPress.
- Utilized social media analytics to create a new social media strategy designed to deliver a more prominent and consistent social media presence.

### Shorelight Education

Boston, MA

*Digital Campaign Intern*

June 2018 - August 2018

- Produced and launched new campaign slide decks highlighting distinguishing content for five new partnership schools.

## Education

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### Smith College

Northampton, MA

Bachelor of Arts | English Language and Literature & French Studies

Graduated May 2019

## Skills, Interests, and Certifications

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**Skills:** Microsoft Excel, Word, PowerPoint, Google Drive, Google Analytics, Google Ads, Campaign Monitor, HubSpot, Impact, ShareASale, Commission Junction, PepperJam, Rakuten, Salesforce, Marketo, Asana, Jira, Tableau, Notion, Shopify.

**Interests:** Equity and Restorative Justice Initiatives, Analytic Writing, Reporting, and Analytics.

**Certifications:** Impact.com Product Training Expert, Google Ads Search, Google Ads Display, Google Ads Video, and Google Ads Measurement certified, HubSpot Content Marketing certified.