

Kate Heckman

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Arvada, CO

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PROFESSIONAL PROFILE

Driven, detail-oriented real estate professional with an MBA. Passionate about complex problem solving and building effective relationships. Proven success in digital and traditional marketing. Track record of exceeding key performance targets, positively impacting revenue, and delivering end user excellence.

EXPERIENCE

Vestar

April 2023 to Present

Director of Marketing

- Oversees property marketing efforts resulting in attraction and onboarding of 13 new national and local retail tenants increasing occupancy to ~94%
- Elevates retail commercial real estate through tenant success, content production, and traffic generation

Kate Heckman Consulting

September 2019 to February 2023

Independent Consultant

- Partnered with brands to hone strategy and identify areas of improvement in marketing and operations
- Oversaw business expansion and real estate development effort of \$1.5M investment in new retail location; resulted in +40% revenue

Stratos

June 2016 to September 2019

Director of Sales & Marketing

- Gained market share of 80% of licensed retailers and increased sales by 300% in 18 months
- Created sales and marketing campaigns to launch 3 new product lines resulting in additional 120% revenue growth

Native Eyewear

April 2013 to May 2016

Director of Marketing – September 2015 to May 2016

Content Marketing Manager – April 2013 to September 2015

- Spearheaded rebranding to drive revenue and retail presence growth resulted in +15% retail partnerships and +20% revenue; increased web sales 330% by aligning properties and strategy, including Google AdWords and Analytics
- Led +23% return on paid media through pivot to digital and alignment of buys with brand strategy

Teva Footwear – subsidiary of Deckers Brands

July 2008 to April 2013

Assistant to the President & Creative Project Lead

- Reduced creative turn times by 20% and increased output by implementing project management system for internal creative agency; streamlined team operations by identifying workflow gaps and implementing new processes and communication strategies

EDUCATION

Masters in Business Administration – University of Colorado, Boulder – Leeds School of Business

Bachelor of Arts in Communication - University of California, Santa Barbara

Minors in English & Art History

Graduated Summa Cum Laude

Coursework in International Studies - Richmond University, London, England