

# Caitlyn Smith

caitbs.lv23@gmail.com 702-971-6078



## **Strategic Sales & Marketing Leader**

*Scaling multi-market retail & CPG brands through strategic data-driven marketing across digital, retail, and experiential channels. Consistent brand identity from funnel to field to maximize ROI and turn awareness → conversion, & conversion → loyalty.*

---

### **EDUCATION**

#### **CENTRAL MICHIGAN UNIVERSITY 2010 - 2014**

Bachelor of Science, Human Growth & Development

---

### **CAREER HIGHLIGHTS**

- Launched four new brand portfolios (50+ skus) into Nevada market, maintaining B2B relationships with 50+ retailers in the region.
- Managed \$5.5M annual paid media budget across retail, ecommerce, and wholesale channels.
- Led cross-functional team of 20+ bridging marketing, design, sales, merchandise, and experiential activations, producing over 50 campaigns a year.
- Launched 60+ wholesale CPG SKUs, collaborating on product development, design, and GTM strategy.

### **KEY SKILLS**

- **Brand Engagement:** Bringing the brand to life in retail and event environments targeting new customer acquisition and memorable brand moments.
- **B2B Partnerships:** Overseeing multiple clients, vendors, and agencies, collaborating on brand initiatives across sales and marketing channels.
- **Leadership/Project Management:** Strength in building SOPs, KPIs, organizational structure, project management systems, and positive collaboration between departments.
- **Customer Psychology:** Analyzing purchasing behavior from ecommerce to in-person retail by collecting data and dissecting the customer journey to optimize at every turn.
- **Work Ethic:** I execute what I ideate. Strategy is nothing without action steps. I thrive in fast-paced high-growth environments.

---

### **WORK HISTORY**

#### **DIV HOLDINGS LLC**

**MAR 2025 - PRESENT**

#### **Marketing Director**

- Owned full-funnel growth strategy across paid media, retail, ecommerce, affiliate partnerships, and events.
- Designed and deployed automated email/sms retention workflows and loyalty programs, increasing repeat purchase rate by +17%
- Directed annual campaign calendar across retail, digital, social, and experiential.
- Built and managed in-house team + agency partners for design, programmatic display, DOOH, CTV, and radio.

# Caitlyn Smith

caitbs.lv23@gmail.com 702-971-6078

---

## **PLANET 13 ENTERTAINMENT COMPLEX**

**JUL 2023 - NOV 2024**

### **Senior Marketing Manager**

- Led omnichannel retail marketing for national Planet 13 brand as well as five vertically integrated wholesale CPG brand portfolios.
- Collaborated with local and national brands for marketing campaign partnerships surrounding product launches, special appearances, large scale events, and digital ad opportunities.
- Built SOPs and KPI frameworks for a team of 17+ along with managing agency partners across all digital media channels.
- Led marketing strategy for national retail expansion in NV, CA, IL and FL.
- Owned vertical retail & wholesale brand strategy across 4 markets and over 200+ retailers.
- Directed all ad design, content creation, and product design development.
- Built analytical reporting decks for executive team showcasing CAC, LTV, & attribution across all paid channels.

## **GREEN THUMB INDUSTRIES**

**JUN 2019 - JUL 2022**

### **Field & Trade Marketing Manager**

- Led Nevada go-to-market execution across retail and wholesale, accelerating product adoption in a new market.
- Built and scaled community partnerships with retail partners and local event organizers, delivering 70+ high-impact activations per year.
- Translated corporate brand strategy into consistent retail execution across 60+ locations.
- Owned and optimized retail brand experience with staff trainings, brand demos, and POS signage.
- Managed and deployed brand ambassador team across retail partners

## **TGIG LLC**

**MAR 2018 - JUNE 2019**

### **Marketing Manager**

- Led all activation efforts across in-store demos and organized community events.
- Conducted brand staff trainings across 60+ retailers, telling the brand story and equipping them with brand specific sales tips.
- Designed and sourced all promotional merchandise and distributed B2B and DTC, driving brand visibility and engagement.
- Managed social media accounts across Instagram, Facebook, and Youtube, developing an annual campaign calendar based on consumer habits and behaviors.
- Created photo and video content for all local social media pages, adhering to state specific regulations and ad restrictions.