

TIM KATLIC

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WORK EXPERIENCE

Centerfield (Los Angeles, CA)

SENIOR DIRECTOR, E-COMMERCE MARKETING

November 2024 – Present

- Lead paid media strategy for e-commerce brands including Savings.com
- Orchestrate comprehensive solution for performance marketing program

MARKETING CONSULTANT

March 2024 – November 2024

- Guided paid media strategy and increased gross profit by 60% through collaboration with international sales and marketing teams

Hadley (Los Angeles, CA)

ADVISOR

March 2024 – Present

- Provide digital marketing strategy for pre-seed 529 plan gifting app that is making education more accessible to Americans

Prodege (El Segundo, CA)

GENERAL MANAGER / BRAND DIRECTOR, UPROMISE

February 2022 – February 2024

- Oversaw the business strategy and daily operations for Upromise, a premier loyalty program with \$34 million in annual revenue from 2 million members that has saved families more than \$1.2 billion in rewards since launching in 2000
- Directed \$2.9 billion annual spend Upromise co-branded credit card program with Barclays and Mastercard while increasing spend per account by 5%, reducing cardholder churn by 16% via quarterly reactivation offers, and increasing new account acquisition by 45% via direct mail and limited-time offers
- Managed Upromise digital loyalty program with a 22% lift in revenue per user through data-driven product marketing (improved onboarding series, new member paths, targeted user acquisition sources)
- Led comprehensive brand refresh including value proposition expansion, persona development research, and go-to-market strategy for student loan repayment
- Headed strategic partnerships with 30 college savings plan managers to support new member acquisition goals and \$25 million in annual rewards transfers, notably with Ascensus whose READYSAVE 529 partnership will add 10K accounts annually
- Owned Upromise product development roadmap to improve customer experience and site monetization

Omaze (Culver City, CA)

SENIOR MARKETING MANAGER, PAID SEARCH

December 2021 – February 2022

- Ran robust \$100K spend per month paid search program for charitable giveaway campaigns with partners like Make-A-Wish, Boys & Girls Clubs of America, and St. Jude Children's Research Hospital
- Audited entire Google Ads program and prepared a formal plan to bring paid marketing efforts in-house to save \$30K per month
- Piloted new Google Ads Performance Max campaign type (unveiled in November 2021) with 30% lift in ROAS
- Achieved cost per acquisition, ROI, and retention goals amid an increasingly difficult macroeconomic backdrop

Savings.com (Santa Monica, CA)

HEAD OF MARKETING

May 2015 – March 2021

- Guided core U.S. and international performance marketing business decision-making, planning, and prioritization as “number two” member of the management team
- Provided due diligence support for two Savings.com company sales (to Platinum Equity, 2016; to Centerfield Media, 2020)
- Led and motivated team of four employees who managed book of 2,000 PPC campaigns totaling \$4 million in annual spend

- Ran full funnel of marketing campaigns from acquisition to revenue to retention while always achieving annual ROAS goals
- Ensured the profitability of all 10 core global company revenue streams in accordance with annual budget of \$22 million gross revenue and \$6 million EBITDA (47% bottom line beat in 2020)
- Responsible for US annual budget planning, weekly financial forecasting to C-Suite with <1% error
- Consulted extensively with sales team to strategically grow 4,000 merchant relationships with largest clients like Macy's realizing 35% lift in 2018 to 2020 revenue
- Successfully completed six-month integration with Centerfield Media company processes pre- and post-acquisition in 2020
- Oversaw email marketing and customer acquisition program of 800K active subscribers, 40K monthly new accounts, and 40 million monthly send volume across 8 countries
- Acted as outcome-focused product manager for proprietary paid search bidding platform owning 70 user stories annually

HEAD OF PRODUCT (INTERIM)

January 2020 – January 2021

- While Head of Marketing, also led the global organization's agile product development process and managed three additional employees
- Owned roadmap, aligned with company objectives, endorsed formal planning with appropriate project frameworks, fostered communication across product managers, developers, and business owners
- Launched Rewards (cash back) product within months after inheriting project that was a year behind schedule
- Revamped site optimization and landing page testing process with goal of 10% annual revenue lift

SEARCH ENGINE MARKETING MANAGER

April 2013 – May 2015

- Managed five direct reports who drove \$15 million in annual affiliate SEM revenue from 1,000 national retailers
- Optimized campaign performance for largest PPC campaigns using analysis of data from various sources (Google Ads, Microsoft Ads, in-house keyword management platform) to ensure specific monthly revenue/gross profit/ROI goals were met
- Independently secured \$1 million per year of incremental revenue at 50% gross profit margins using a combination of industry tools
- Developed and implemented workflow improvements for entire search marketing team that yielded an extra \$50K in annual profit
- Co-managed \$300K in annual paid user acquisition spend for prominent grocery savings app (Favado) across multiple mobile ad channels, including an industry-leading \$0.85 Facebook cost per install

EMAIL MARKETING MANAGER

July 2011 – April 2013

- Owned entire program of pre-production, coding, campaign setup, deployment, A/B testing, and analysis of 20+ million monthly personalized B2C marketing emails to a global audience using ExactTarget platform
- Launched personalization program with product, design, sales, and tech teams to deliver 50% email channel revenue growth

Internet Brands (El Segundo, CA)

EMAIL MARKETING ANALYST, AD DATA SPECIALIST, CORP DEV

February 2009 – July 2011

- Progressed through three unique roles at a publicly traded company over the course of 2 ½ years

QUALIFICATIONS

Bachelor of Arts, Physics (Minor in Mathematics)

2004 – 2008

Bowdoin College, Brunswick, Maine

Cox Media Group Leadership Program

2016

Atlanta, Georgia

SKILLS

Projects: JIRA, Figma, Asana, Slack, ChatGPT

Marketing: Google Ads (Search, Display, Shopping, Video, Performance Max), Microsoft Ads, Facebook, affiliate, internal platforms

Reporting: Google Analytics, Looker Studio, Sigma, Heap, SQL

Organization: Google Drive, Microsoft Office, Salesforce

Management: Operational efficiency, strategic planning, navigating organizational change, utilizing decision-making frameworks, giving feedback, managing to top line revenue and bottom line profit, empathetic leadership, versatility