KATHARINE MOYER
BRAND & MARKETING MANAGER

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katharinemoyer.com

CORE COMPETENCIES

Go-to-Market Strategy
Brand Management
Multi-Location Marketing
Cross-Functional Leadership
Market & Competitive Analysis
Integrated Marketing Strategy
Marketing Analytics
Digital Strategy
Creative Direction

PROFESSIONAL SUMMARY

Marketing professional with over a decade of experience spanning brand development, creative direction, digital experience, and go-to-market strategy. Specializing in multi-location veterinary marketing, integrated campaigns, brand management, and data-informed business growth.

PROFESSIONAL EXPERIENCE

Lakefield Veterinary Group Kent WA 2019-Present

Go-to-Market Marketing Manager 2026-Present

- Lead go-to-market strategy for new brands, hospital openings, relocations, and expansions within a national network of 83 veterinary hospitals.
- Oversee brand development and integrated marketing initiatives for PawDoc across 2 service divisions and 2 operating locations, with a third location in development.
- Direct cross-functional launch initiatives spanning market research, competitive analysis, brand positioning, digital marketing, and community outreach.
- Develop scalable marketing frameworks, launch playbooks, and performance measurement strategies to support portfolio growth.

UI/UX Design & Support 2025

- Managed digital experience and website optimization across a portfolio of 85+ veterinary hospital websites.
- Led pricing transparency initiatives that increased daily pricing page traffic by 350% and 169% at two pilot hospitals.
- Supported PawDoc launch campaigns that generated 99% and 80% increases in pre-launch website traffic.
- Supported emergency service page optimization, with monthly sessions increasing from 566 to 5,366 between March and May 2025.

Senior Graphic Designer 2022-2024

- Established scalable brand management systems, onboarding 42 veterinary hospitals to Canva with comprehensive brand kits.
- Completed 9 hospital rebrands and brand refreshes, supporting brand positioning and local marketing initiatives.
- Supported 53 M&A and recruiting tradeshow events and implemented 300+ trackable QR codes to strengthen offline marketing measurement.

Graphic Designer 2019-2021

- Developed integrated marketing campaigns, brand identities, and promotional materials supporting a growing portfolio of 65+ veterinary hospitals.
- Managed creative production and vendor relationships across print, digital, promotional, and environmental marketing channels.

ADDITIONAL EXPERIENCE

FASTSIGNS | Graphic Production Artist 2019
Clover Hill Vineyards & Winery | Graphic Designer 2016-2018
The Windsor Press | Graphic Designer 2015-2016
Harbortouch | Freelance Graphic Designer 2014-2015

EDUCATION

Bachelor of Fine Arts, Communication Design 2014
Kutztown University | Advertising & Interactive Design