

KATELYN FAGAN

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PROFESSIONAL SUMMARY

Strategic marketing leader with over 10 years of experience in content creation, SEO, brand development, and cross-channel marketing. Proven ability to drive measurable business outcomes through data-driven strategies, impactful messaging, and innovative campaigns. Skilled in leading high-performing teams, developing cohesive brand frameworks, and executing multi-channel marketing initiatives. Adept at building and scaling content operations, optimizing user experiences, and aligning strategies with organizational goals to deliver meaningful and lasting results.

EXPERIENCE

ZEROREZ, INC. | MARKETING DIRECTOR, BRAND STRATEGY & CREATIVE DEVELOPMENT | American Fork, UT MAY 2023 – JAN 2025

Brand & creative strategist for international franchise carpet cleaning company generating \$150M/yr, reporting directly to CMO

- Led a 4-person creative team specializing in photography, design, graphics, videography, social media and copywriting
- Conducted weekly 1-on-1s to provide individualized feedback, mentorship, support, alignment, and coaching
- Increased team productivity 30% YOY w/ new project management workflows, quarterly EOS goal setting & KPI scorecards
- Generated \$820K+ revenue, with 55% new customers in the first year of launching and managing a new affiliate program
- Revamped and updated brand guidelines 3 times, based on legal and stakeholder feedback, and enforced its compliance
- Expanded social media presence with new channel (Pinterest), monthly giveaways, and UGC contests, driving visibility
- Unified brand messaging and strategy across 60+ franchise locations by implementing quarterly omnichannel marketing playbooks, ensuring consistency across TV, radio, SMS, email, print, social, digital, events, and OOH
- Created engaging, on-brand email copy and design that resonated with diverse audiences & increased engagement and jobs
- Managed RFP to delivery with external agencies and vendors for multiple professional photography and video productions
- Conducted market/customer research using IDIs, focus groups, and surveys, to improve messaging and design performance
- Achieved a 436% increase in blog traffic, retargeting traffic on META with a 5-10% conversion rate goal
- Generated ~\$750K by boosting conversion rates 181% through A/B testing, UX improvements, and new landing pages

FAGAN MEDIA INC | CEO, OWNER & FOUNDER | Cedar Hills, UT

Aug 2013 - Present

HomeCleaningFamily.com: Lifestyle content blog that has generated 16M+ total visitors & over \$600K in total revenue

- Drove \$1M+ in total sales for affiliate partners, including Amazon, through social, email, and blog promotions
- Grew organic visitors to 215K/month, with 50% YOY growth, by synthesizing SEO keywords and site data
- Designed and marketed digital courses, printables, and eBooks, addressing 700+ customer pain points
- Secured partnerships with 140+ companies, including Google, Amazon, P&G & Walmart, increasing brand awareness 1-10%
- Attracted 103K+ followers, including 20K TikTok followers in 8 months by sharing creative and helpful video content
- Drove over 1.9M views and over 62K watch time hours on YouTube channel with only 3K subscribers by creating SEO videos

Creative Entrepreneur, Content Strategist, and Freelancer

- Co-founded BestBlogCourses.com, creating and leading 3 student cohorts through affiliate marketing and SEO courses
- Co-authored two books, including the #1 Amazon Best-Seller *Baby Got VBAC*, hitting #1 in multiple categories
- Worked cross-functionally to develop content briefs for 17 corporations with \$100K+ budgets
- Consulted and mentored online creators, increasing traffic 10% and affiliate earnings 50% through audits and SEO plans
- Presented at 12 online industry conferences, summits, events, podcasts, and lecture series, sharing business expertise

MARKETING LAB AT BYU MARRIOTT | MARKETING CONSULTANT | Provo, UT

Aug 2022 – April 2023

Digital marketing and business development team member securing clients and performing marketing-related consulting projects

- Created and managed ~\$2K/month Meta and TikTok CPC ads for a pickleball paddle business
- Installed Google Analytics, Tag Manager, and Google Search Console, and optimized website for a local dessert business
- Completed UX site analysis, UX interviews with target user demographic, and developed new wireframe for *Freshly Picked*

OWENS CORNING | STRATEGIC LEADERSHIP DEVELOPMENT PROGRAM INTERN | Toledo, OH

May - Aug 2022

Product management internship developing new specialty roofing shingle worth ~\$30M/year

- Conducted 20+ stakeholder interviews to inform product needs and viability, building price/cost analysis business case
- Worked cross-functionally with science and technology team to establish a new sustainable shingle product idea
- Presented my final recommendation to senior leadership in 20-minute presentation on Panther Hall stage at WHQ

RISE SERVICE INC. | MARKETING CONSULTANT INTERN | Orem, UT

Mar - Aug 2022

Team marketing consortium with Blip Billboards that delivered social media graphics, job posting edits, and billboard creatives

- Designed billboard resulting in 5.6M impressions, 5.1% increase in brand awareness, and 42% increase in new hires YOY

EDUCATION

MARRIOTT SCHOOL OF BUSINESS, BRIGHAM YOUNG UNIVERSITY | Provo, UT

2021 - 2023

MBA | Marketing, Product Management & Entrepreneurship, 3.6 GPA

- VP of Leadership Development for Women in Management Club
- Placed 1st in Marriott School of Business Case Competition, 2nd in Dell Technologies Case Comp, 2nd BYU's Top Marketer

BRIGHAM YOUNG UNIVERSITY | Provo, UT

2006 - 2011

Bachelor of Arts, Visual Arts | Music Minor, 3.55 GPA

- BYU Marching Band & Pep Band Member 2006-2009; Squad Leader 2008, Section Leader 2009, French horn

SKILLS & CORE COMPETENCIES

Content Strategy | SEO | Brand Development | Cross-Channel Marketing | Digital Campaign Management | UX/UI Enhancements | Team Leadership | Affiliate Marketing | Customer Research | Data Analysis | Social Media Growth | Influencer Marketing | Email Marketing | Project Management | Google Analytics | Microsoft Clarity | WordPress | Google Search Console | ChatGPT | Video and Photo Editing