

# KATERINA M GRECO

[Katerina.m.greco@gmail.com](mailto:Katerina.m.greco@gmail.com) | (916) 671-2056 | Placerville, California

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B2B marketing manager building and owning the full marketing function at an IT, cybersecurity, and AI enablement firm spanning strategy, demand generation, content, and market research. Drove 50x Reel view growth at a marketing agency and boosted monthly dance event attendance 69% through targeted social and email campaigns. Experienced managing AI-assisted workflows to scale output as a solo marketer in a technical industry.

## CORE COMPETENCIES

Digital Marketing Strategy | Market Research | Persona Development & ICPs | Campaign Management | Content Strategy | Data Analytics | SEO | Social Media Marketing | Email Marketing | Lead Generation | AI Workflows | Marketing Automation | Paid Media

## TECHNICAL SKILLS

Social: Facebook, X, Instagram, LinkedIn | Email: Mailchimp, ConvertKit, HubSpot | SEO & Ads: Google Ads, Facebook Ads | Analytics: Google Analytics, Excel/Sheets | Design: Canva, CapCut | PM: Monday, Asana | CRM | AI Prompting (Research/Copy/PM)

## PROFESSIONAL EXPERIENCE

### FUSE3 | Fair Oaks, CA

Marketing Manager | 4/2026 - Present

- Sole marketing hire, building and owning the full marketing function across strategy, content, email, social media, SEO, paid ads, demand generation, and executive advisory.
- Lead thought leadership program and email marketing end-to-end.
- Assist in developing and managing AI agents for blog writing, research, and Google Ads optimization, scaling content output and campaign efficiency as a one-person marketing function.
- Support event marketing execution through targeted social and email campaigns.
- Advise president and COO on budget allocation; consult customer success on client communications.

Market Research Specialist | 09/2025 – 4/2026

- Collected and translated data into actionable insights that improved lead quality, conversions, and marketing efficiency.
- Developed ICP research methods supporting the launch of a new service department.
- Conducted market and competitor research to inform targeting and campaign optimization.
- Refined ICPs and buyer personas using analytics and ad data, capturing high-value leads while cutting wasted spend.
- Audited and improved email reporting accuracy to strengthen analytics reliability.
- Streamlined sales-to-marketing handoff through documentation and automation, reducing turnaround time.

### Ecstatic Dance Sacramento | Sacramento, CA

Director of Operations and Marketing | 06/2025 – Present

- Drove 69% attendance growth in 6 months, 85.5% Instagram follower increase, 67.9% link click rise, and engagement from 14% to 22% on minimal budget.
- Led teams of DJs, volunteers, and staff in event logistics, scheduling, and on-site execution aligned with organizational vision.
- Directed multi-channel marketing (social, email, Meetup, flyers, referrals) to boost visibility and participant acquisition.
- Conducted market research to refine strategies, support expansion, and ensure repeat attendance with community growth.
- Led operations through team transitions, enhancing financial stability and scalability.

Director of Volunteers | 09/2024 – 06/2025

- Advanced from volunteer to director after identifying and implementing improvements in operations and volunteer morale.
- Recruited, trained, and supervised volunteers, ensuring effective support and successful event delivery.
- Built automated scheduling systems and standardized onboarding SOPs, streamlining coordination and efficiency.
- Managed volunteer logistics and on-site execution to maintain consistency and quality at events.

### McGuire Media | Greater Sacramento

Content Strategist and Project Manager | 04/2025 – 06/2025

- Developed and executed content marketing strategies tailored for specific platforms and aligned with client goals and brand identity.
- Led project management for multi-channel marketing initiatives from strategy to execution, covering social media, podcast content, and funnel development, while improving internal workflows and developing SOPs to streamline team operations and enhance efficiency.
- Conducted market and audience research to inform campaign planning, messaging, and platform-specific strategies.
- Analyzed performance using Meta Insights and Instagram Analytics to optimize content and guide future strategy.
- Assisted with the creation of content using Canva, Capcut, and other tools as needed to support the team.

### **Tyanium Ideas, Inc. | Rocklin, CA**

Jr. Inbound Marketing Coordinator | 04/2024 – 04/2025

- Planned and managed organic and paid marketing campaigns across social media, email, blogs, and websites for multiple clients, producing creative copy for blog posts, email campaigns, landing pages, and paid ads.
- Conducted audience research, persona development, and competitor analysis to guide data-driven marketing strategies for all agency clients, ensuring tailored and effective strategies.
- Through strategic content changes based on market research and platform policy, increased a client's average Reel views from 200 to 10,000, rapidly expanding reach and driving conversions.
- Reported on campaign performance using Meta and Google Analytics; recommended and implemented data-informed improvements to maximize results.

Intern | 11/2023 – 03/2024

- Supported planning and execution of content across multiple channels, including Instagram, Facebook, and blogs.
- Wrote SEO-optimized blog content and social media copy aligned with brand tone and marketing goals.

### **Greco Pet and House Sitting Group | El Dorado County, CA**

Owner and Founder | 01/2023 – 03/2024

- Built and managed a local service business from the ground up, overseeing branding, marketing, customer service, and operations to drive long-term growth.
- Ensured high-quality, trusted service by maintaining veterinary CPR certifications and providing insured, bonded care, with a focus on customer lifecycle and retention.
- Developed website and marketing materials using SEO best practices, implemented targeted digital marketing strategies such as social media and local SEO for improved discoverability and conversion.

### **Meridian Veterinary Care | Folsom, CA**

Veterinary Technician Assistant and Receptionist | 01/2022 – 03/2024

- Managed client communications and supported veterinary care needs, building strong relationships through exceptional service that enhanced customer experience and loyalty.
- Developed and implemented a new client onboarding system, increasing retention rates and optimizing intake processes.
- Conducted competitor analysis to support service positioning and pricing strategies, providing actionable insights for leadership.

### **Sacramento Area Hunter Jumper Association | Sacramento, CA**

Jr. Board of Directors Membership Coordinator | 10/2018 – 07/2020

- Oversaw the expansion of the Junior Ambassador Program, increasing its membership by 300% during tenure.
- Developed and executed strategies for member engagement and retention, enhancing the association's community presence.
- Secured and managed sponsorships, providing substantial financial support and resources for association events.

### **CERTIFICATIONS**

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**Market Research Certification** | Cornell | 09/25