

# KAI ROSTCHECK

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## DIGITAL MARKETING STRATEGY & IMPLEMENTATION

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**Online marketing strategist** focused on bottom-line results of customer acquisition and retention. Leads all aspects of consumer and B2B digital marketing including search engine optimization (SEO), search engine marketing (SEM), social media, email marketing, retargeting, webinars, website design and optimization, graphic design and analytics. Leverages **market research, competitive analysis** and segmentation to discern customer needs and differentiate brand strategy. **Drives successful demand generation and lead nurture campaigns** inclusive of KPI's, conversion and ROI dashboards. Highly effective communicator and thought leader.

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### SIGNATURE SKILLS

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Lead Generation • Marketing Automation • Inbound & Outbound • Product Launches  
Campaign Building • Partner Marketing • Ecommerce & Retail Marketing • Branding • Competitive Positioning  
Messaging • Communications • Writing & Public Speaking • Sales Training  
Trade Shows & Event Planning • Media Allocation • Vendor Management

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### CAREER HISTORY

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**MARKETING COMMUNICATIONS CONSULTANT, 2014–Present**  
Freelance, Various U.S. Locations

Responsible for SEO content generation, website design & audits, video production & PR copywriting for JSA Interactive, a Performance Marketing Agency focused on inbound marketing, conversion and ROI.

Directed Marketing Communications for the IT Division of Baystate Health, one of the largest health systems in New England, during strategic planning and go-live of distributed and cloud-based systems affecting thousands of patients and cross-functional employees. Improved collaboration and performance by implementing stakeholder assessments, risk analysis, objective measurements and feedback loops.

- Centralized communications for rollout of Ambulatory Computerized Provider Order Entry (ACPOE) to 79 locations simultaneously while managing outbound marketing for system-wide go-live of Patient Engagement Portal and Secure Text applications
- Responsible for Partner Marketing during the public launch of TechSpring, Baystate's Healthcare Informatics Innovation Center

**DIRECTOR OF MARKETING, 2011–2014**  
ZEEVEE, Littleton, MA

Led expansion into new vertical markets for a manufacturer of HDTV and digital signage applications. Repositioned and globalized the brand. Directed domestic and international launches of new product lines.

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ZEEVEE, CONTINUED

- Implemented marketing automation (via Salesforce.com) and improved sales pipeline through content marketing, saving \$146K annually in recurring advertising costs
- Created campaigns that produced \$500K in immediate revenue while contributing an additional \$3.5M to forecast
- Produced nearly 5,000 qualified leads in new markets, growing prospect database 71% and improving open rates 48%
- Increased time on site 78% and pages per visit 29% through website redesign and optimization

**MANAGING PARTNER, 2009–2011**

ROI BLITZ INTERNET MARKETING AGENCY, Hopedale, MA

Built a full-service performance marketing agency offering website development, SEO, SEM and content generation. Developed and managed an international team of copywriters, designers, programmers, social media managers and keyword analysts.

- Repositioned several B2B and Consumer Product companies by generating thought leadership content in fields as diverse as employee performance and sustainable energy
- Enhanced website design, built landing pages, produced videos and implemented CTAs.
- Managed inbound marketing via HubSpot

**INTEGRATED MEDIA SALES, 2006–2009**

CONFORMITY MAGAZINE, Littleton, MA

Created an industry exclusive lead generation program for an international regulatory compliance publication serving electrical and safety engineers; extended advertiser base and increased margins, renewals, and repeat advertising. Exceeded 100%+ sales goal for 22 consecutive periods (media sales averaged \$650K annually).

**NATIONAL ACCOUNTS & BUSINESS DEVELOPMENT MANAGER, 1999–2004**

3COM CORPORATION, Marlborough, MA

Promoted from Inside Channel Sales to Business Development Manager then advanced to National Account Manager responsible for partner marketing with retail (Staples, Best Buy) and ecommerce partners (CDW, PC Connection). Led the national launch of two Internet appliances, pioneering the onset of connected home and streaming digital music consumer technologies. Managed senior-level relationships with buyers, including online and offline positioning, point-of-purchase displays and training curriculum. Expanded market share by originating new strategic partnerships in non-traditional markets. Quarterly revenue exceeded \$1M.

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EDUCATION

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BACHELOR OF ARTS, HUMANITIES, UNIVERSITY OF NEW HAMPSHIRE