

KA
CY

KACY FABIE

CREATIVE LEADER • BRAND BUILDER • COMMUNICATIONS STRATEGIST

Nashville, TN | 404.754.5332 | kacyfabie@gmail.com | kacyfabie.com

LEADERSHIP PROFILE

Player-coach marketing executive with 20+ years building brands and driving revenue across transactional and consumption-based models. Proven at standing up marketing functions from scratch in lean, fast-moving environments owning demand generation, brand, content, and creative under one roof. Results include \$20M DTC scale, 22% customer acquisition lift, and \$1.2M in savings through AI-native workflows and agency reduction. Nashville-based and ready to build.

CORE CAPABILITIES

- ▶ Creative Direction & Vision
- ▶ Project Management
- ▶ Budget Management
- ▶ Multimedia Storytelling
- ▶ AI Design Workflows
- ▶ Data & Insights into Action
- ▶ Team Leadership & Mentoring
- ▶ Marketing Operations
- ▶ Agency Management
- ▶ Brand Strategy & Identity
- ▶ Omnichannel Campaigns
- ▶ Cross-Functional Alignment

PROFESSIONAL EXPERIENCE

Vice President, Marketing & eCommerce

Kirkland's Home | Nashville, TN | Oct 2024 – Jul 2025

- Built and led a 20+ person in-house creative and marketing team across brand, creative services, digital marketing, content, and photo production, eliminating agency dependency across 300+ retail environments.
- Owned \$130M P&L and \$15M+ marketing budget, delivering 22% lift in customer acquisition and 25% improvement in engagement through integrated campaigns across email, paid social, in-store, and web.
- Reduced external agency costs by 55% (\$1.2M savings) building internal design, photo production, and motion capabilities, a lean, scalable model using in-house resources and smart AI tooling.
- Led creative brand integration for the Bed Bath & Beyond Home conversion across physical and digital environments, coordinating cross-functional teams to deliver a unified market presence.

Strategic Marketing Consultant

Turtle Wax, Inc. | Nashville, TN | Jun 2024 – Sep 2024

- Developed brand positioning strategy and 12-month marketing roadmap for \$50M automotive care segment across digital, retail, and B2B channels; led brand identity redesign improving perception scores 25%.

General Manager & eCommerce Director

Colour Republic | Nashville, TN | Jan 2020 – Jun 2024

- Led complete digital transformation and eCommerce strategy, scaling from \$0 to \$20M in 4 years with full P&L ownership across DTC, Amazon, Target, Walmart, and Sam's Club.
- Secured Country Living (Hearst) licensing partnership reaching 30M+ consumers, generating \$3.5M incremental revenue within 18 months, managing all brand creative execution within licensing guidelines.
- Built Power BI data infrastructure and performance dashboards tracking revenue, ROI, CAC, conversion rates, CLV, and channel profitability, linking marketing directly to commercial outcomes.
- Directed cross-functional team of 15+ across marketing, brand, content, product, sales, and analytics, managing \$2M annual budget and all agency/vendor relationships.

Interim VP Digital Marketing / Director of Digital Marketing

Fleetcor (now Corpay) | Nashville, TN | Jan 2018 – Jan 2020

- Oversaw large-scale creative campaigns across paid media, content, and SEO, ensuring consistent brand voice across a \$2.4B portfolio.
- Managed \$20M annual marketing budget across paid media, content, SEO/SEM, and demand generation, with 5+ agency and technology partner relationships.
- Directed rebranding for three B2B brands, creating a unified brand architecture that drove a 15% in CVR.

eCommerce Director

Swiftwick | Nashville, TN | Aug 2017 – Jan 2018

- Part of Executive Leadership Team at <20-person company; built DTC and digital marketing function
- Grew Swiftwick.com sales 35% YoY (3% CVR), increased traffic 24%, and scaled Amazon FBA to \$1M+
- Re-platformed to Shopify, resolved 2,000+ SEO issues, and hired/managed full marketing team across social, email, SEO/SEM, PPC, and PR.

Global Senior Digital Manager / Digital Content Manager

Mars Global Services / Mars Petcare | Nashville, TN | Nov 2014 – Apr 2017

- Directed global digital brand and eCommerce strategy across US, China, and Europe, managing \$30M+ operations and leading an 8-person cross-regional team.
- Drove 70%+ eCommerce revenue growth for premium pet food brands through digital marketing, content strategy, and integrated campaigns.

Digital Marketing & eCommerce Manager

Kimberly-Clark Corporation | Atlanta, GA | Dec 2011 – Nov 2014

- Generated \$20M incremental revenue through integrated marketing campaigns for Kleenex and Scott brands; increased website traffic by 53% through content and SEO strategy.

Earlier: Communications Director, Cumberland Community (2008–2011) | Founder, Elan Media Co. (2004–2011)

TOOLS & PLATFORMS

- ▶ **Design:** Adobe CS (PS, AI, ID) / Canva (Advanced)
- ▶ **Web:** Shopify / Adobe Commerce / Wix (Advanced)
- ▶ **Email & CRM:** Klaviyo / MailChimp (Advanced)
- ▶ **Data:** GA / Power BI / Looker Studio (Intermediate)
- ▶ **eCommerce:** Amazon Seller Central (Advanced)
- ▶ **Salesforce / CRM Platforms** (Intermediate)
- ▶ **Social Media:** Meta Ads Manager (Intermediate)
- ▶ **AI Tools:** Claude / ChatGPT / Copilot / (Advanced)

RECOGNITION & COMMUNITY

- Women in Retail Leadership, *Main Stage Interview* (2025)
- Board Member & Marketing Chair, Nashville Children's Theatre (2019-2024)
- 40 Under 40 Winner, Nashville Business Journal (2022)
- Who's Who in America (2023)
- IFPA Full Year Leadership Program Graduate, *Class 27* (2022-2023)
- SCORE Business Mentor (2019-2022)

EDUCATION

Bachelor of Science, Communication Studies (Video Production Emphasis), *Magna Cum Laude*

Minor: Psychology, Liberty University | 3-Year Accelerated Program, May 2004

Portfolio & Work Samples: kacyfabie.com | linkedin.com/in/kacyfabie