

KAT J. SMITH

BRAND, GROWTH & LIFECYCLE EXECUTIVE

VP MARKETING | FRACTIONAL GROWTH LEADER

Building the brands, customer relationships and operating systems that turn attention into durable growth.

Oro Valley / Tucson, AZ | kat@bestkeptsocial.com | [linkedin.com/in/katjsmith](https://www.linkedin.com/in/katjsmith) | [bestkeptsocial.com](https://www.bestkeptsocial.com)

THE OPERATOR

I diagnose the commercial constraint, assemble the right specialists and build the operating rhythm that gets the work moving. I work at executive altitude, stay close to execution and own the result.

B.S., Journalism | University of Missouri

20%

YOY ECOMMERCE GROWTH
TDBBS

13%

YOY DTC GROWTH
PROCAPS

10%

YOY AMAZON GROWTH
PROCAPS

LIFECYCLE TRANSFORMATION PROOF

01 TDBBS / BEST BULLY STICKS

SUBSCRIPTION + RETENTION ENGINE

Led lifecycle and subscription strategy across a PE-backed pet portfolio. Connected Shopify Plus, Klaviyo, Recharge, Attentive and Lifestimely to acquisition, retention, merchandising and marketplace economics.

PRIMARY LIFECYCLE CASE

02 PROCAPS LABORATORIES

ENTERPRISE PLATFORM TRANSFORMATION

Modernized the commerce and customer stack across Shopify, Salesforce, Salsify, Klaviyo, Brandfolder and GA4. Rebuilt the operating system behind DTC, Amazon, product data, creative and lifecycle execution.

PLATFORM MIGRATION + SCALE

03 C60

EMAIL + SMS OPTIMIZATION

Audited lifecycle, onsite conversion, rewards, loyalty and subscription programs. Added SMS, improved templates and communication architecture, and optimized list growth through stronger pop-up strategy.

SCOPE CONFIRMED; METRICS PENDING

04 NATURECITY

LIFECYCLE DIAGNOSIS + REBUILD

Identified neglected reporting, broken segmentation and missed revenue opportunities in Klaviyo. Reworked campaign logic, information flow and lifecycle priorities to restore a usable growth program.

SCOPE CONFIRMED; RESULTS PENDING

THE BKS GROWTH SYSTEM

DIAGNOSE > PRIORITIZE > CONNECT > TEST > PROVE > SCALE

Responsibility comes with authority. Evidence decides what scales.

SUPPORTING LIFECYCLE DEPTH

HempMeds: campaign architecture, promotion planning, influencer systems and marketing operations. C60 and NatureCity list-size and performance claims remain off the public sheet until exact primary-source files are attached.

CONVERSATION ANCHORS

- + Acquisition, conversion, retention and margin
- + Email, SMS, loyalty and subscription maturity
- + Decision rights and cross-functional authority
- + First 30, 60 and 90-day success measures

CONFIRMED PROOF ONLY

BEST AT THE TABLE

Brand strategy. Lifecycle. Ecommerce economics. Team building. Fast, accountable execution.