Karen Potter.

Sales and marketing leadership

517-410-7113 | karenpotter2006@yahoo.com

Sales and marketing leader with 25+ years of experience in business development, partnerships and team management. Develops affiliate and influencer strategies, directs cross-functional projects and represents brands at national events.

Affiliate and influencer marketing | Strategic partnerships | Business development | Project management | Integrated campaigns | Team leadership | CRM and sales enablement

SELECTED LEADERSHIP EXPERIENCE

Director of Sales and Marketing

Covenant Eyes 2017 to present

- Lead a cross-functional sales and marketing team responsible for brand expansion. Recruit, coach and develop team members.
- Develop market expansion strategies for affiliate marketing, influencer marketing, digital advertising, social media and church outreach.
- Manage the marketing budget and prioritize campaigns across digital, content and traditional media.
- Directed a product launch for institutional pricing. Launched the sales CRM, created the Sales Training Manual and implemented onboarding processes.
- Represent the company at national conferences and events, and host the brand's weekly podcast.

Regional Sales and Marketing Manager

Qualified Staffing 2014 to 2017

- Directed sales and marketing across a multi-state region, developing business and expanding accounts for temporary, temp-to-hire and direct-hire staffing.
- Managed an **$11M annual marketing budget**. Targeted campaigns generated qualified leads and increased **new client acquisition by 28%**, with year-over-year growth in billable hours.
- Managed internal and external contractors through a complete website redesign. Directed corporate and branch social media, national TV and radio advertising, and integrated direct mail.
- Aligned local marketing with national brand standards and designed company-wide training for recruiters and branch managers.
- Built client relationships in light industrial, healthcare, professional services and government staffing. Used market analysis to refine pricing, services and promotions.

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ADDITIONAL EXPERIENCE

Licensed Realtor

Century 21 2020 to 2025

- Award-winning, five-star-rated agent specializing in luxury and high-end residential sales, vacation properties and second homes.
- Operated a referral-only business model.

Adjunct Professor

Baker College 2012 to 2020

- Taught in Business, Technology, Marketing and Office Administration programs. Developed curriculum as a member of the Instructional Design team.

Executive Director and Founder

PDP 501(c)(3) 2013 to 2017

- Led board meetings and agendas, developed strategy and fundraising plans, and managed marketing and public relations.

EARLIER PROFESSIONAL EXPERIENCE

Board of Education Liaison, Lansing Schools | 2011 to 2013

Executive Assistant, Aldi | 2008 to 2010

Executive Assistant, GFS | 2006 to 2008

Senate Staffer, State of Michigan Senate | 2004 to 2006

House of Representatives Staffer / Intern, State of Michigan | 2002 to 2004

Mortgage Loan Officer, Pacesetter Mortgage | 2001 to 2003

CIVIC AND COMMUNITY LEADERSHIP

Saginaw GOP Marketing Manager; Campaign Manager, Mike Johnson for Mayor; elected City Council member, two terms; elected School Board member, one term; Zoning Board of Appeals; Shiawassee County Economic Development Board member.

EDUCATION AND CERTIFICATIONS

Purdue University | Bachelor of Science in Business Management

Grand Canyon University | Master's in Education

Digital Marketing Certification | Influencer Marketing Certification | HubSpot CRM Certification