

Vanessa Smith

Strategy & Marketing Leadership

Strategic Initiatives | Marketing & Growth | Business Operations & Transformation | Customer Experience

Lehi, UT 84043 • 801-815-1789 • vanasmith0904@gmail.com • [linkedin.com/in/vsmithstrategy](https://www.linkedin.com/in/vsmithstrategy)

EXECUTIVE SUMMARY

Strategy and marketing leader with 15+ years across marketing, operations, and customer experience. I have found that marketing problems are often symptoms of larger business issues, so my work focuses on helping leadership teams identify the underlying problem and build practical systems to solve it. In my experience businesses rarely need more ideas; they usually need better alignment and execution, and that is where I spend my time. As founder and principal of Catwalk Advisory, I have handled more than twenty client engagements at once across a wide range of industries, keeping quality and priorities steady across very different businesses. When I see an idea worth pursuing, I would rather build it than write about it, which is how a consumer product I designed and shipped on my own, and InBrand Theory™, my program for measuring organizational health, both came to exist. Finishing a Master of Science in Digital Marketing at Western Governors University, expected August 2026.

WHAT I DO

- I prefer evidence over assumptions. I start by finding the real constraint on growth before recommending anything, then give leaders a plan they can actually act on.
- I work across marketing, operations, sales, finance, and customer experience to solve the same business problem, rather than treating each one in isolation.
- I build marketing and content programs that hold up, with measurable results across paid social, SEO, and customer engagement.
- I build the systems, workflows, and reporting that let a business run consistently, including standing up a company's full operating foundation from nothing.
- I have spent 15 years leading teams and getting leadership groups to agree on what the problem is before we solve it, which is usually the harder part.

LEADERSHIP EXPERIENCE

Founder & Principal, Strategy & Marketing Sep 2019 to Present
[Catwalk Advisory](#) | [Lehi, UT](#)

- Run marketing and business improvement engagements from start to finish, from figuring out what is actually holding a company back through the plan leadership can act on.
- Handled more than twenty client engagements at once across a wide range of industries, keeping quality and priorities steady across very different businesses.
- Facilitated several leadership teams through organizational-health work, getting groups to agree on the problem before committing to a fix.
- Built InBrand Theory™, a program for measuring and improving organizational health, including its course, accountability framework, cohort model, and toolkit.
- Advise clients on marketing strategy, brand consistency, and the operating systems that keep execution consistent as they grow.

Business Launch & Operations Consultant 2024
[Dukatz Logistics, LLC](#) | [Transportation & Logistics](#)

- Built the complete operational and digital infrastructure for a transportation company launching from zero, including business formation, brand, and website.
- Implemented and configured a Zoho CRM, invoicing, and accounting systems so the business could capture and track revenue from the first job.
- Created executive reporting dashboards, business workflows, and operational processes, and integrated the technology stack into one coherent operation.
- Built the operational and digital infrastructure that let the founder focus on customer acquisition, supporting the company's growth to more than \$250,000 in revenue during its first six months.

Marketing Coordinator

Vitality IO, Inc. | SaaS

- Supported cross-functional marketing initiatives in a SaaS environment, using HubSpot to coordinate campaigns and customer communications.
- Collaborated with internal teams to keep deliverables aligned with campaign goals and business priorities.

Feb 2022 to Jun 2022

Paraprofessional

Excelsior Academy | Tooele, UT

- Coordinated with teachers, therapists, and families to support individualized learning plans for students with diverse needs.
- Balanced competing priorities while maintaining consistent communication and documentation across a multidisciplinary team.
- Learned to keep very different people working toward the same plan, which is most of what client work turned out to require.

Aug 2018 to Jan 2022

Marketing Specialist & Customer Service Lead

Amber NaturalZ | Tooele, UT

- Moved from frontline customer support into marketing and customer service leadership over 15 years with a nationally distributed consumer brand, and managed a team of three or more.
- Managed the reseller channel end to end, from onboarding and training through the product-education materials and content system the sales effort ran on.
- Ran paid social on Meta that generated millions of impressions a year at cost per click averaging under 18 cents, and produced product videos that reached more than 150,000 and 54,000 views.
- Led customer service and used what came back from customers to shape marketing, product messaging, and business decisions.
- Contributed to the brand's growth over more than a decade as its marketing and customer function matured.

Apr 2004 to Sep 2019

SELECTED INITIATIVES

VitalFed

Independent Product Design & Build | Nearing App Store Launch

Designed and built a whole-foods nutrition app on my own using AI-assisted development, including a personalized daily food checklist, weekly meal planning with automated shopping and pantry tracking, and an AI coaching feature. I wanted to see whether one person could take a product from idea to launch, and I did.

Client Growth Work

Local SEO & Marketing Strategy

Delivered local SEO audits, competitive research, and customer journey assessments for small-business clients, including identifying business-listing inconsistencies across directories that were undermining local search visibility.

TECHNOLOGY & PLATFORMS

Marketing & CRM	HubSpot, GoHighLevel, Zoho CRM, Google Analytics, Google Search Console, Google Business Profile
Business Systems	Invoicing and accounting systems, executive reporting dashboards, workflow and process design
Creative & Productivity	Canva, Adobe Creative Cloud, Microsoft 365, Google Workspace
AI-Assisted Research & Development	Claude, ChatGPT, Perplexity

EDUCATION

Master of Science, Digital Marketing	Expected August 2026
Western Governors University	
Bachelor of Science, Marketing Management	2021
Western Governors University	