

Kim Ruvolo

HANDS-ON MARKETING LEADER
KNOWN FOR SCALING BRANDS
AND DRIVING GROWTH

CONTACT

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EDUCATION

B.S. Business
New Mexico State University

Certificates
Hubspot Marketing Hub
Software

Mastering B2B Marketing

Digital Marketing Strategies:
Data, Automation AI & Analytics
Northwestern Kellogg

CAREER SNAPSHOT

Hands-on **marketing leader with 20 years B2B, B2C, and B2B2C experience** in brand, marketing and demand gen strategies.

A doer and a thinker, I'm able to see big picture while getting in the weeds, which is critical for businesses who are in a transition or growth stage.

NOTABLE HIGHLIGHTS

- Over 15 years in marketing leadership managing, and inspiring teams
- 20 years of well-rounded experience in brand strategy, digital marketing, events, and partner marketing
- Track record for 3x growth in lead pipelines and ARR and MRR revenue
- Expert in developing GTM strategies for products and verticals based on personas
- Ability to create attribution reporting that drives efficiencies and optimizes spend
- Pivoted from multiple, highly-complex industries making me a quick learner with fresh ideas; perpetually curious

EXECUTIVE EXPERIENCE

VP MARKETING & DEMAND | Meriplex | Denver | August 2024 - Present

PE-backed IT solution and cybersecurity provider facing significant growth through 14 acquisitions in four years. Responsible for transforming marketing function, developing corporate strategy and building team from ground up.

- Overhauled MarTech stack with new website and Hubspot bi-synchronous integration with Salesforce
- Implemented attribution reporting with a 33% lead to MQL conversion target; increased MQLs by 4x
- Established lead-funnel and content strategy using TOFU, MOFU, BOFU and SEO and SEM tactics
- Overhauled MDF program and managed 40+ channel partners resulting in \$200K+ in marketing funds
- Developed client onboarding communication process and tools; refreshed brand framework and identity
- Cut \$450K from budget by eliminating agency and inefficient spend

DIRECTOR MARKETING & COMMUNICATIONS | Universal Avionics | Tucson | May 2024 - August 2024

Hired as a change agent to modernize marketing function and drive growth for Universal Avionics, a subsidiary of Elbit Systems a \$6 billion publicly-traded global defense manufacturing technology company.

- Restructured team of five to optimize performance and reduce cost
- Collaborated with global sales and manufacturing/product teams to create targeted GTM strategies for Next Gen products (FMS, EFVS, HUD, AI)
- Utilized Salesforce, Pardot, GA4, Monday.com for campaign data tracking and process management

VP MARKETING | Anuvu | Denver | January 2021 - February 2024

Led all marketing efforts for B2B Internet and technology provider with annual revenue of \$500M; managed multi-million dollar budget. Built a high-performing marketing team; reported to the CEO.

- Led enterprise change through re-brand from bankrupt [Global Eagle to world-recognized Anuvu](#)
- Increased pipeline by 5x through audience segmentation, targeting and positioning
- Oversaw complex project launches such as SpaceX Starlink VAR, [Airconnect Ka](#), the [Anuvu Constellation](#)

- Created client-centric loyalty initiatives such as *Nightview*, *Limitless* and client onboarding programs
- Led messaging and design strategy for over 130 proposals and pitch decks in under a year
- Met regularly with executive leadership team and department heads to build agile marketing strategy

FOUNDER & CEO | Sixty Tall Marketing | Denver | December 2016 - February 2021

Provided hands-on marketing strategy as fractional CMO for SMBs. Generated \$240K in revenue with 15+ clients in 24 months. Increased client revenue by up to 350%, brought companies to profitability, and led multiple brands to desired acquisition. Clients included CPG, biotechnology, fintech, SaaS, business services and more.

DIRECTOR, DIGITAL MARKETING | Barry's Bootcamp | Los Angeles | December 2016 - August 2017

Global, luxury fitness brand with 30+ locations. Responsible for all areas of digital marketing, process improvement and strategy. Utilized data to build digital strategies for over 10 global new-market launches.

VP MARKETING | Brooklyn Boulders | New York | January 2016 - November 2016

Part of a five-person executive team. Led marketing strategy for a \$15 million start-up, experiential rock-climbing facility with locations in New York, Chicago, and Boston. Built team of eight marketers; reported to the CEO

- Implemented LTV, CAC, and CPL formulas and used data to optimize ROI and determine marketing budgets
- Oversaw all lead generation and acquisition efforts resulting in 100% increased EBITDA YOY
- Created multi-channel campaigns with an emphasis on social, digital, SEM, email resulting in 150%+ ROI
- Revamped and optimized marketing tech stack to increase conversions, SEO, and overall client experience

DIRECTOR, FIELD MARKETING | Equinox Fitness Clubs | New York | May 2013 - December 2015

Responsible for the annual marketing strategy and lead-driving efforts for 44 luxury fitness clubs in New York, Connecticut, New Jersey and Boston.

- Created multi-channel campaigns that increased leads by 300%, reduced CPL by 50%+, reduced CAC by 28%
- Developed member retention strategies to increase LTV by over 20% YOY
- Led GTM launches for IOS app, The Pursuit cycling, and award-winning #equinoxmademedoit campaign

MANAGER, LIFESTYLE MARKETING | Revel (Ocean Resort) | Atlantic City | November 2011 - November 2012

Part of the start-up management team for \$2.4 billion lifestyle resort. Responsible for ADR and OCC for lifestyle audience. Led marketing strategy for six chefs, 12 restaurants, three nightclubs, spa and retail.

- Launched acquisition-focused partnerships with Jetsetter, American Express, and online travel agencies
- Managed media partnerships Food & Wine, Urban Daddy and Rolling Stone Magazine
- Led complex events including Memorial Day with Beyonce', Taste of Revel with Food & Wine Magazine

MANAGER, GLOBAL BRAND MANAGEMENT | Starwood Hotels | New York | August 2010 - November 2011

Responsible for global brand strategy and product development for 400-plus franchised and owned hotels. Ensure brand is delivered and communicated consistently but with regional relevance.

BRAND MANAGER | JetBlue Airways | New York | September 2005 - November 2010

Oversaw external and internal brand strategy, brand communications, design and partnerships for 23-million passenger airline. Led a team of three: brand analyst, brand coordinator and copywriter.

PASSIONS



ORGANIZATIONS

American Marketing Association
 Space and Satellite Professionals International
 Airline Passenger Experience Association
 Animal Rescue of the Rockies, Volunteer

RECOMMENDATIONS



JOSH MARKS | CEO | Anuvu

Kim is an extraordinary marketing leader who has positively impacted Anuvu across our commercial activities. Kim built our marketing function from scratch, recruiting team members to support our business units and integrating our proposals, marketing, design and communications teams in one team. Under Kim's leadership we've been able to scale up our RFP responses, tailoring each for our airline, cruise, yacht, energy and other customers, contributing to material revenue growth over the past three years. As a leader, Kim is passionate about marketing, bringing a great combination of strategic vision and tactical execution



ERIK CARLSEN | VP Maritime Sales | Anuvu

Kim was my day one partner in marketing as we rebuilt Anuvu's global satellite communications division. She spoke ABM and delivered a crushing ABX which led to us winning the world's largest super yacht fleet, 3 of the top 4 global cruise lines and was instrumental in making us the faster growing SpaceX Starlink reseller in the United States. In addition to ensuring winning, Kim brought an equally valuable chemistry to the ELT. Respectfully speaking truth to power and understanding the business implications of inaction.



STEPHANIE MANN | Senior Account Executive | Anuvu

I have NEVER been more impressed with a marketing leader. Thank you, Kim, for making such a difference for our organization on a daily basis. You've changed the way we see ourselves and empowered us to own our rich (yet forgotten) legacy. No challenge ever seems to be too big for your team, and your focus on driving commercial growth continues to add to our bottom line. You are exceptional!



BRITTANY GILROY | Senior Manager, Proposal Marketing | Anuvu

Kim embodies what it means to be a leader. Having worked under her for two years, she continuously inspires her team to be the best it can be. She maintains a can-do attitude with any project that comes her way and is the first to volunteer to help a team in need. She's strategic and intentional with everything she does and is always eager to learn.



JON STAFF | Founder & CEO | Getaway

Kim took us from zero marketing department to suddenly having a strategy and actual activity across a whole bunch of channels: paid, organic social, SEO, influencer marketing, PR, content and I am sure I am forgetting a bunch. I have a ton of admiration for how Kim walked into our admittedly chaotic situation where we had nothing set up but still had strong feelings about the brand and how we are represented to the world and just ran with it. She hit the ground running on day one and never stopped.

Kim is unique in that she is equally good at doing and planning. She drafted our first marketing budget and stuck to do it -- tracking every penny, and actually underspending while still getting done everything we wanted to tackle. She was the one doing most of that tackling -- setting up agency relationships, bringing in freelancers, creating partnerships and rolling up her sleeves herself.



NICK HOFFMEISTER | Co-Founder | Front Range Biosciences

Highly recommend Kim for marketing across a broad spectrum of companies. She picked up our complex and difficult industry (primarily hemp), was self driven, and found ways to make it work. She gathered and analyzed data where none previously existed to drive both strategy and execution, helping us grow. All while developing and staying true to a brand that resonated with our customers.

Read 30 more recommendations on [LinkedIn](#)