

# NICOLE WHYTE

Los Angeles, California · (214) 766-6875 · [Email](#) · [LinkedIn](#) · [Recommendations](#)

Senior Integrated Marketer with 9+ years of experience leading global, data-driven campaigns across talent, e-commerce, and financial services. Proven track record in leading complex cross-functional campaigns, managing \$10M+ budgets, and executing multi-channel strategies to drive full-funnel results.

## PROFESSIONAL EXPERIENCE

### UPWORK

Los Angeles, CA

#### Brand & Integrated Marketing Manager

July 2024 - Present

Manage a \$3.5M marketing budget, leading the strategy, development, and execution of B2B campaigns that position Upwork's marketplace solutions and product suite to effectively drive business consideration and conversion. Lead a team of 2 project managers.

- Own and activate the cross-functional brand calendar across launches, campaigns, research, and tentpole moments, aligning Brand, Product, and Communications around shared company narratives.
- Partner with Analytics, Research, and Growth leadership to develop bi-annual marketing plans and measurement frameworks, defining audience strategy, product priorities, messaging architecture, and cross-channel activation informed by performance and insights.
- Drive end-to-end collaboration across Creative, Paid Media, Product, Social, Comms, Content, Lifecycle, and Legal, ensuring alignment on campaign goals, timelines, asset development, and reporting.
- Lead bi-annual brand photography refreshes with the internal creative team and AI production studio, evolving visual identity and maintaining consistency across channels.
- Integrate Workforce Research Institute insights into campaigns and lead ongoing SMB initiatives, including the annual Stop Doing Everything campaign, driving full-funnel performance and Business Plus membership adoption.

### KLARNA

New York, NY

#### Senior Integrated Marketing Manager, Global Partner Campaigns

Nov 2021 - Mar 2024

Managed a \$10M global marketing budget for B2C and B2B campaigns leveraging Klarna's product suite and retail partners to drive user acquisition, BNPL conversions, and advertising revenue targets. Project led a team of 3 project managers, content producer, and analyst.

- Owned the strategy of global partner campaigns by defining campaign objectives, target audience, positioning, product focus, market penetration, sales strategy, KPIs, channel activation recommendations, and handling full brief development.
- Developed and implemented a global campaigns framework to streamline processes for complex multi-regional integrated campaigns, resulting in improved communication and more efficient campaign execution.
- Executed Klarna's first global sales partnership event, generating \$153M in incremental revenue and 1.1B impressions through the use of 240+ merchant participants; led the 2023 campaign, exceeding targets and driving 23% incremental sales uplift.
- Partnered closely with product teams to strategize and implement impactful GTM methods within global campaigns with a focus on achieving product acquisition and retention targets.
- Collaborated with sales teams within NA, APAC, and EMEA to integrate business partners into campaign moments by identifying advertising opportunities, leading pitch conversions, and strategizing sales enablement programs.
- Leveraged strong cross-functional collaboration to execute campaign objectives by engaging with 40+ key internal stakeholders (sales, owned, paid, communications, legal, creative, product) by briefing campaign needs, building project plans and timelines, asset and copy matrix development, legal compliance, budgeting, coordination upkeep, execution, and reporting.

### Marketing Manager, Global Co-Marketing

Dec 2020 - Nov 2021

- Owned portfolio of enterprise global partners (including ASOS, H&M, YNAP, SHEIN, Luxottica Group) by managing \$5.6M in partner budgets to drive US adoption and transactions through comprehensive multi-channel strategies.

### ANN INC. (LOFT | Lou & Grey)

New York, NY

#### Digital Marketing Assistant Manager

Oct 2019 - Dec 2020

Drove digital brand growth for louandgrey.com and LOFT.com through the growth, maintenance, and optimization of email, affiliates, site, SMS, promotional marketing strategies, and monthly brand messaging.

- Owned end-to-end email execution, including daily sends, triggers, targeting, acquisition, and calendar planning, and partnered cross-functionally to brief monthly storytelling cadence, digital asset needs, and promotion campaigns.

### LTK (formerly rewardStyle)

Dallas, TX

#### Account Consultant

Aug 2017 - Sept 2019

Owned a portfolio of 15+ partners including Sephora, Nike, Banana Republic, lululemon, HP managing \$5M+ to execute creator strategies.

- Managed daily communication with brands, affiliate networks, creators, and talent agencies throughout the creator campaigns, while owning reporting portfolios inclusive of monthly affiliate summaries, QBRs, and strategic opportunity reports.

### STELLA VALLE

Dallas, TX

#### Marketing Associate

May 2016 - Apr 2017

- Built, published, and distributed marketing assets and messaging for organic social, paid, CRM, and product catalogs to meet marketing needs.

## SKILLS

**Technical Skills:** Microsoft 365, Google Workspace, Adobe, Slack, Monday.com, Miro, Asana, Figma, Smartsheet, Qlik Sense, Google Analytics

**Professional Skills:** Global Marketing Solutions, Integrated Marketing, Consumer Marketing, B2B Marketing, Cross-functional Collaboration, Demand Generation, Project Management, Budgeting & Project Planning, Campaign Reporting, CRM (including Email, Site & App), Paid Media

## EDUCATION

Oklahoma State University - Stillwater, Oklahoma - Bachelor of Business Administration (B.B.A.) Marketing