**DAWN WAYT**

VP of Marketing & Sales

Rock & Roll Hall of Fame

September 27, 2021

Change-oriented marketing executive with proven track record. Known for launching innovative initiatives that drive unprecedented brand growth. Committed to optimizing the customer experience to acquire, delight, and retain customers. Skilled at building, coaching, and empowering teams to exceed aggressive performance goals.  
  
Demonstrated strengths include marketing strategy and planning, brand positioning, traditional and digital marketing, content marketing, social media strategy, customer experience management, ecommerce, marketing research, customer insights, and agency management.

## **Experience**

**[VP of Marketing & Sales](https://www.linkedin.com/company/rock-and-roll-hall-of-fame-and-museum/)**

**[Rock & Roll Hall of Fame](https://www.linkedin.com/company/rock-and-roll-hall-of-fame-and-museum/)**

#### **[Dates Employed 2019 – Present](https://www.linkedin.com/company/rock-and-roll-hall-of-fame-and-museum/)**

Executive team leader responsible for driving growth via marketing strategy, planning, creative development, and optimization of paid, owned, and earned media while working to enhance the digital and physical fan experience. Leads strategic initiatives to engage, convert, and retain Rock Hall fans, harnessing the power of rock & roll to connect people of all backgrounds and beliefs. Empowers a strong team responsible for Rock Hall branding, content, digital marketing, social media, public relations, communications, strategic partnerships, promotions, group sales, in-person and virtual events, and exhibit rentals.

**VP of Marketing**

**Arborwear**

#### **Dates Employed 2017 – 2019**

Leadership team member responsible for brand strategy, marketing leadership across two B2C and two B2B divisions, and expansion of ecommerce to drive growth for this omnichannel outdoor apparel company.

* Developed the company’s first marketing plan and strategies to drive engagement, conversion, and advocacy via traditional (catalog, print, direct mail, radio), digital (search, social, influencer, email), partnerships, PR, and events
* Led turnaround of the direct to consumer division from -24% to +29% year over year (YOY) revenue growth by driving change in customer experience, branding, marketing, merchandising, creative, measurement, and cross-functional collaboration
* Initiated a marketing and web development agency review; led successful transition and partnership with new agency of record, AMG
* Spearheaded and launched a robust re-platform and redesign project with AMG in six months to improve customer experience and increase conversion across 83 websites while freeing sales team capacity to generate additional revenue
* Part of the team that produced six months of record-setting revenue and double digit YOY growth

### **VP, Digital Strategy**

**KINETiQ DIGITAL**

#### **Dates Employed 2016 – 2017**

Executive team member and leader of the digital strategy and marketing practice at this mobile-first, data-driven digital agency that merged with Calgary-based digital innovation agency Robots and Pencils in 2017. For B2C and B2B clients on four continents ranging from $40M to $13B in annual revenue, KINETiQ DIGITAL brought together actionable digital strategy, integrated data intelligence, and innovative digital execution to solve difficult challenges and drive meaningful business impact.see less

**Director of Marketing, Head of Social Media**

**American Greetings**

#### **Dates Employed 2008 – 2016**

**- Director of Marketing, Head of Social Media**  
Built social media and content marketing into a center of excellence for the $2B American Greetings family of brands, including American Greetings, justWink, Cardstore, and BlueMountain.  
  
Part of the team that helped create, market, and socialize the #WorldsToughestJob video that went viral, receiving 27.1 million views and 2.1 million shares, generating nearly $4 million in earned media (The Today Show, Good Morning America, The View, CNN Morning Express, Inside Edition, The Insider, Huffington Post, Wall Street Journal, USA Today, Buzzfeed, Mashable, AdWeek, Ad Age, and more) and trending on YouTube, Facebook, and Twitter before being named Unruly’s Most Shared Video Ad for April and Visible Measures’ Top Mother’s Day Campaign exceeding campaigns from P&G, Google, Pampers, and Disney. The video was the most shared ad in the world at Mother's Day in 2014 and again in 2015, in the top 20 in 2016, and is still being discovered, viewed, and shared online today. The campaign received 60+ major accolades and awards, including Silver and Bronze Lions at Cannes, two Webby Awards honoring excellence on the Internet, four Gold Effie Awards, and the 2015 North American Grand Effie for marketing effectiveness.  
  
**- Director of Marketing**  
Tapped to lead ecommerce strategy, media and creative direction, traditional and digital marketing (TV, print, catalog, direct mail, search, display, affiliate, email, social) for the Cardstore brand as part of the newly formed AG Central Marketing Group  
  
**- Vice President, Marketing – American Greetings Interactive (AGI) Division**  
Promoted to lead a large team responsible for acquiring, converting, engaging, and retaining customers across multiple brands.  
  
**- Vice President, Ecommerce Marketing – American Greetings Interactive (AGI) Division**  
Led ecommerce strategy, traditional and digital marketing, customer care, and business intelligence for the PhotoWorks brand