ELIZABETH SCHMIDT

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Chief Marketing Officer

Revenue & EBITDA Growth | Brand & Go-To-Market | B2C & B2B | Building & Scaling Teams | AI-Enabled Efficiency

Chief marketing executive with 19 years of experience building and scaling marketing functions that drive revenue, margin, and customer growth across B2C and B2B companies in consumer goods, e-commerce, health tech, and media. Proven in growth-stage and transformation settings: helped Threadless reach its first positive EBITDA in 10+ years while increasing sales 288%, drove 25% YoY revenue growth and 30% customer acquisition growth at Blavity Inc., and joined a venture-backed startup as its first employee, helping raise $20MM+ and scale to 100+ employees and a $100MM acquisition. As fractional CMO at Dayhoff Health, built the marketing function from the ground up across direct-to-consumer, clinic, and employer channels, with DTC revenue projections built on LTV to CAC unit economics and compliance built into every launch. Manages budgets as capital allocation, including $10M in annual paid media run in-house and a $1M brand and content budget. Builds and develops high-performing teams of up to 15 people and partners, and deploys AI agents and automated workflows that save 20 hours per week. Partners directly with CEOs, CROs, COOs, and CTOs to translate business objectives into scalable, measurable growth.

Core Competencies

- P&L & Budget Ownership
- Unit Economics (LTV:CAC)
- Demand Generation
- Building & Scaling Teams
- Executive Partnership
- Revenue & EBITDA Growth
- Brand Strategy & Positioning
- Lifecycle & Retention
- AI & Marketing Automation
- PR & Communications
- Go-To-Market Strategy
- B2C & B2B Marketing
- Performance Marketing
- Regulated Category Marketing
- Marketing Analytics & KPIs

Career Experience

Dayhoff Health– Remote 2025 to 2026

Fractional CMO

Led brand, content, and growth strategy for Dayhoff Health, a wellness monitoring company offering at-home multiomic testing programs that span the gut microbiome, blood proteins, methylation, and genetics. Joined as fractional CMO and built the marketing function from the ground up across three commercial segments: wellness clinics, employee benefits, and direct to consumer. Fully owned brand positioning, product naming, demand generation, lifecycle marketing, website strategy and copy, social media, public relations, sales enablement, and claims compliance. Partnered with the CEO, CRO, CTO, and clinical advisors to translate complex science into plain-language consumer and B2B messaging, guiding the company's move from an employer-first model to a consumer-first, multi-product portfolio and the launch of a new product line.

- ***Authored the 2026 Integrated Marketing Strategy and presented the company offsite marketing plan,*** covering segment strategy, a three-pillar value proposition, demand architecture, channel priorities, measurement, a 90-day plan, and DTC revenue projections built on LTV to CAC unit economics.
- ***Built the marketing function and the plan to scale it,*** designing a three-phase marketing hiring plan, hiring and managing the social media and content lead, and helping implement the Entrepreneurial Operating System (EOS) across the leadership team.
- ***Built go-to-market for the health benefits channel,*** writing positioning for HR leaders, benefits teams, CFOs, and brokers, leading the pitch to a national benefits consultancy, and designing a seven-phase employer customer journey from contract signature to renewal with named owners and success metrics.
- ***Built AI agents and automated workflows with Claude and Lovable,*** running a human-and-agent operating model in which agents handle competitor research and apply brand voice, personas, and platform playbooks while people direct strategy and creative, saving 20 hours per week and producing sales enablement assets with same-day turnaround.

- ***Built the brand foundation from the ground up,*** authoring the brand positioning, the narrative playbook, a voice and tone system, five audience personas, and a seven-pillar content strategy, and leading product naming and portfolio architecture.
- ***Equipped the clinic, telehealth, and employer sales channels*** with provider decks, a white-label partner offer, comparison one-pagers, and a clinic outreach program with A/B subject-line testing.
- ***Built compliance into every launch in a regulated category,*** creating a claims review process, a claims workbook, and a Green/Yellow/Red status system across 65 claims, and fully rewriting the Terms and Conditions.
- ***Architected the full customer lifecycle in Customer.io*** and directed the consumer-first redesign of dayhoffhealth.com, with SEO, AEO, and GEO standards built into every page.
- ***Built a self-updating competitor intelligence dashboard*** that researches and rebuilds itself every Monday, tracks 12 competitors, and scores content opportunities by market penetration, grounded in an analysis of customer reviews across 24 competitors.

Future Commerce– Remote 2024 to 2026

Head of Marketing (Fractional)

Led full-stack brand, content, and growth strategy for a commerce and culture media company whose Future Commerce Plus membership serves e-commerce and retail leaders and executives. Built and ran integrated go-to-market campaigns for product and event launches across paid, owned, and earned channels, owning positioning, PR, creative direction, video production, editorial content, SEO, paid media, influencer partnerships, email automation, audience segmentation, and CRM growth.

- ***Doubled LORE printed journal sales at a 4x ROI*** through paid ad campaigns supported by email automation, influencer partnerships, and conversion-focused landing pages.
- ***Sold out the VISIONS Summit NYC at the Museum of Modern Art,*** building and running acquisition across paid, owned, and earned channels for an audience of retail, e-commerce, and technology executives.
- ***Drove trials and sign-ups for Future Commerce Plus,*** creating the content that promoted the membership and supporting it with audience segmentation, email automation, landing page optimization, and CRM programs.

Blavity Inc.– Remote 2022 to 2024

VP of Marketing and Communications

Established the company's first Corporate Marketing division, directing all brand marketing, communications, product positioning, and GTM strategy across Blavity's portfolio of consumer lifestyle brands, including Home & Texture (launched in 2023), and its B2B ad network products, sold to the brands and agencies that buy media. Managed all marketing vendors, PR agencies, and digital partners. Led cross-functional teams through AI and machine learning transformation to optimize marketing operations. Oversaw crisis communications, social media, and event marketing for AfroTech Conference, the largest annual tech event for the Black community.

- ***Drove 25% YoY company revenue growth*** through integrated brand marketing strategy, market positioning, and client success programs.
- ***Achieved a 30% increase in customer acquisition in 2024*** through a comprehensive global marketing and GTM strategy.
- ***Restructured the corporate marketing team to serve the whole company,*** supporting divisions that had no marketing resource of their own with insight, ideas, and tactics for product and consumer growth, contributing to Blavity's first #1 ranking on Comscore, ahead of BET.
- ***Increased inbound B2B partnership inquiries by 56%*** through targeted digital marketing and cross-cultural communication strategies.
- ***Built and ran lead scoring, referral, win-back, and reactivation programs*** to grow pipeline and retain the customer base across Blavity's brands and ad network products.
- ***Generated 3B editorial impressions for the company's newest event launch*** through a global PR program, surpassing prior PR goals by 200%.
- ***Earned Presidential recognition during the Biden Administration*** for executing the global communications strategy for AfroTech Conference.

- ***Grew corporate site web traffic 40% YoY*** and achieved a 65% increase in top 10 Google keyword rankings through data-driven SEO and content strategy.

Threadless– Chicago, IL 2017 to 2022

VP of Brand Strategy & Marketing

Transformed the marketing function of a DTC apparel and consumer goods brand built on a global community of independent artists, turning a transactional unit into a full-stack, strategic multi-channel marketing organization accountable for revenue and profitability. Defined all brand strategy, product marketing, KPIs, content, copy, and channel initiatives including email, SMS, social, mobile, OTT, and web. Built and ran all paid acquisition in-house across Google Search, paid social, influencer marketing, and connected TV, managing $10M in annual media spend. Owned the full marketing and brand budget, including $1M annually for content development and production.

- ***Led the organization to achieve a positive EBITDA for the first time in 10+ years,*** employing marketing best practices, launching new revenue channels, and reaching untapped markets to achieve growth.
- ***Increased sales by 288%*** by launching and running new email and digital advertising campaigns.
- ***Launched the company's first SMS program,*** yielding a 360% ROI within the first year.
- ***Improved customer satisfaction and retention by 30%*** through direct response marketing.
- ***Scaled and developed the marketing team from 3 to 7,*** including developing the team's copywriter and promoting her to content manager; she has since become a social media manager across multiple brands.
- ***Established all marketing KPIs*** and set the strategy for every quarterly product launch.
- ***Deployed licensing and content partnerships with high-profile organizations,*** including Hot Topic, Care Bears, Nickelodeon, and Merriam-Webster, opening new revenue channels and increasing sales.
- ***Raised over $900k for 25 charities*** to support pandemic relief, racial justice, mental health, and voting rights.

Digital Style Collective (DSC)– Evanston, IL 2013 to 2017

Owner/Founder

Founded a boutique marketing consulting firm specializing in digital marketing strategy, brand development, and social media. Secured 20+ clients across tech, beauty, retail, publishing, and film — including L'Oréal brand Baxter of California. Designed and delivered strategy across digital channels, influencer programs, and brand expansion.

- ***Collaborated with client organizations,*** identifying performance gaps and improvement opportunities, designing solutions, and executing plans, including strategies for engagement, sales, and compelling content.
- ***Generated new revenue streams for clients,*** introducing digital marketing and social media strategies.
    - *Achieved 1MM+ online views for a celebrity client's short film, which debuted at the Sundance Film Festival, by creating and executing a YouTube ad strategy for an exclusive release.*
    - *Boosted book sales by 68% for a client's book release, utilizing strategic social publishing tactics paired with regional and interest-targeted paid social ads.*
- ***Built and ran all paid social media*** across Facebook, Twitter, Instagram, Pinterest, and YouTube for a growing client base.
- ***Deployed innovative digital marketing campaigns,*** including strategy, content development, and publishing, to expand customer reach and elevate the market posture of businesses.
- ***Propelled social media engagement for Baxter of California by 45%,*** yielding a 15% growth in web sales.

theAudience– Los Angeles, CA 2011 to 2014

Head of Communications and Social Strategy

Joined as the first employee to help conceive, launch, and scale a celebrity social media monetization platform. Developed the strategy, business model, and revenue architecture that attracted $20MM+ in startup funding. Hired and onboarded the first 25 employees; scaled the organization to 100+ employees globally before a $100MM acquisition.

Clients included Blake Lively, Rodarte (a four-year partnership), Charlize Theron, Adriana Lima, Target, Ford, and American Express.

- ***Pioneered and created the Paid Influencer Model*** by designing a way to partner with celebrities' PR teams and create additional revenue opportunities through the celebrity's work, movies, and endorsements.
- ***Doubled franchise film sales for Lionsgate's Twilight Saga*** by developing an innovative social media fan network of movie and character pages.
- ***Earned a 45% increase in film sales for Summit Entertainment (now Lionsgate)*** by leading a cross-functional team to manage the social media profile architecture for all new titles.
- ***Collected over $20MM in start-up funding from Sean Parker and Ari Emanuel*** by building a scalable revenue model in partnership with the company's President.
- ***Influenced and engaged 65% of existing agency clients to purchase add-on services*** by delivering compelling pitch presentations.
- ***Scaled the organization to 100+ employees and global status***, realizing a $100MM acquisition.

The Walt Disney Company (DIGISYND)– Burbank, CA 2007 to 2011

Social Media Strategist

Pioneered social media content strategy during the early days of Facebook, establishing community architecture for Disney properties. Managed campaign spend, brand partnerships, and YouTube video productions. Contributed to the company's successful acquisition by Disney within six months.

Education

Bachelor of Arts in Strategic Digital Communication

Loyola University Chicago