



CATIE GLEASON

MARKETING & BRAND SPECIALIST

WEBSITE

www.catiegleason.com

EMAIL

catiegwen@gmail.com

CALL/TEXT

214-460-3608

LOCATION

DFW, Texas

With nearly 15 years of experience leading marketing strategy and communications in the mortgage industry, I bring a proven ability to deliver innovative campaigns that connect with audiences and support business growth. At PrimeLending, I have consistently been entrusted to lead initiatives that drive measurable results:

- Built PrimeLending University—a company-wide training and development platform that enhanced employee expertise and engagement.
- Modernized the corporate intranet for 1,500+ employees, improving navigation, communication, and adoption rates.
- Produced the “East Meets West” podcast, strengthening recruiting efforts by showcasing company culture in an authentic, compelling way.
- Launched innovative client and recruit gifting programs, elevating brand loyalty and first impressions.

What sets me apart is my ability to combine creative vision with strategic execution. Whether developing large-scale campaigns, managing brand partnerships, or implementing cutting-edge digital platforms, I thrive at the intersection of marketing, design, and technology—ensuring that every initiative not only resonates with audiences but also advances company objectives.

I would welcome the opportunity to bring this blend of experience and leadership to your team, helping to elevate marketing strategies, strengthen brand presence, and drive sustainable growth. Thank you for considering my application—I look forward to the possibility of contributing to your organization’s success.

Sincerely,

Catie Gleason

CATIE GLEASON

MARKETING & BRAND SPECIALIST

PROFESSIONAL EXPERIENCE

SR. LEARNING & DEVELOPMENT DESIGN LEAD

PrimeLending | 2023 - Present

- Modernized company intranet (SharePoint) for 1,500+ employees, improving engagement and information accessibility.
- Launched a centralized communication hub, reducing email overload and boosting employee adoption.
- Executive Producer for East Meets West podcast, strengthening recruiting through cultural storytelling.
- Directed branding and UX design for digital training platform, enhancing scalability and engagement.
- Founded PrimeLending University, delivering professional development programs, workshops, and interactive training to boost employee expertise.
- Designed a branded new hire experience (luxury welcome box + messaging), improving retention and first impressions.

SALES PERFORMANCE & DEVELOPMENT

PrimeLending | 2021-2023

- Directed marketing efforts that streamlined communication for 1,500+ loan officers, increasing engagement with company resources.
- Created personalized client and recruit gifting campaigns, strengthening relationships and brand loyalty.
- Produced and launched sales-focused video series to support growth initiatives, aligning content to business goals.
- Organized national and regional marketing events, boosting sales team collaboration and performance.

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CORE COMPETENCIES

- Strategic Marketing & Brand Development
- Digital Marketing & Analytics
- Campaign & Content Strategy
- Customer & Employee Engagement
- Cross-Functional Leadership
- UX/UI & SharePoint Design
- CRM & Marketing Automation (Salesforce, Total Expert)
- Event & Sponsorship Management

EDUCATION

2007-2011

TEXAS A&M UNIVERSITY

Bachelor of Communications

CATIE GLEASON

MARKETING & BRAND SPECIALIST

PROFESSIONAL EXPERIENCE

REGIONAL MARKETING SPECIALIST

PrimeLending | 2017 - 2020

- Developed targeted marketing campaigns across TX, AZ, and NM, driving brand awareness and lead generation.
- Oversaw social media content strategy, achieving measurable increases in engagement.
- Designed personal branding assets (logos, websites, collateral) for top producers, enhancing their client reach.
- Managed website development projects to expand producer visibility and digital presence.

TEAM LOAN OFFICER

PrimeLending | 2015-2017

- Originated and closed loans with exceptional client service.
- Built lasting realtor, builder, and referral relationships.
- Managed pipeline and delivered proactive communication.
- Leveraged CRM and LOS tools to track leads.
- Consistently exceeded production targets while maintaining high customer satisfaction.

PRODUCTION COORDINATOR

PrimeLending | 2011-2015

- Planned and executed large-scale events and sponsorships, including partnerships with Dallas Cowboys and Mavericks.
- Directed internal communications and campaigns.
- Co-led development of company's first in-house marketing system, including training and adoption.
- Trained employees on Salesforce, Total Expert, and marketing tech platforms, ensuring strong adoption.

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TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- SharePoint
- Salesforce
- Total Expert
- Canva
- Wix/Squarespace/Shopify
- Microsoft Office
- HTML/CSS

AWARDS

2023 Extra Mile Award —
Recognized for innovation and exceeding company goals in learning & development.