

KATLYNN PYATT

PODCAST HOST
& FOUNDER



SPECIALIZATIONS: MARKETING STRATEGY

- How to align your marketing strategies to support your business goals
- How to create a marketing plan
- Why businesses of all sizes need a marketing plan
- How to easily and efficiently execute your marketing plan
- How to build a strategic brand
- How marketing can help grow your business

OBJECTIVE

I am all about marketing and the power it has to help small businesses and entrepreneurs grow and succeed. I also know that marketing can seem overwhelming and stressful to someone who didn't get in to business to run a business, but rather to do the thing they love most; and most of the time, that's not marketing! My favorite thing to do is demystify how to know what type of marketing you should be doing and what's worth your time and energy. At the end of the day, I want listeners to feel confident that they aren't wasting their time, money or energy on marketing that isn't helping their business.

I'm a marketing nerd. I get excited and energized when I'm sharing my knowledge. I want to create connections and collaborations that help us both grow our audiences.

CONTACT INFORMATION

 Authentic Branding & Marketing
<https://getauthenticbranding.com>

 katlynn@getauthenticbranding.com

 LinkedIn: @katlynnpyatt

 Podcast: Startup Marketing

BACKGROUND & EXPERTISE

Certifications

- Marketing Management, American Marketing Association
- Business Strategy, Cornell University
- Marketing Data & Analytics, Cornell University

Professional Experience

- 12 years corporate marketing
- 9 years financial marketing
- 7 years Marketing Management, Marketing Strategy, Brand Strategy
- Director of Marketing at fintech startup