



KACY FABIE

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EXECUTIVE SUMMARY

Operations and people leader with 20 years of experience building mission-driven teams, scaling complex operations, and creating systems that align people, strategy, and impact. Proven ability to lead cross-functional teams of 20+ professionals, manage multi-million-dollar budgets, and develop collaborative cultures rooted in shared values. Deep commitment to community partnership, equity, and using operational excellence to enable transformation.

CORE COMPETENCIES

Operations Leadership | Cross-Functional Team Development | Systems Design & Integration | Strategic Planning & Execution | Budget & Resource Management | People & Culture Development | Program Evaluation & Impact Measurement | Partnership & Stakeholder Relations | Change Management | P&L Management

PROFESSIONAL EXPERIENCE

Vice President Marketing and eCommerce

Kirkland's Home | Nashville, TN | January 2025 - July 2025

- Led brand integration strategy for Bed Bath & Beyond Home acquisition, managing \$15M+ operational budget across 300+ retail locations and a \$130M website
- Developed unified marketing operational framework across both retail and digital distribution channels that improved interdepartmental collaboration by 38%
- Introduced first ever performance metrics through systems redesign, team development, and data-driven evaluation processes
- Managed complex stakeholder relationships across executive leadership, retail operations, and community partners

Vice President Marketing

Kirkland's Home | Nashville, TN | October 2024 - January 2025

- Built and led 20+ person department overseeing hiring, professional development, performance management, and team culture
- Created and executed integrated marketing operational plans across finance, stores, supply, merchandising (sales and product)
- Established full in-house operational capabilities reducing external agency costs by 55% (\$1.2M annual savings) while improving output quality and timeline efficiency

Strategic Marketing Consultant

Turtle Wax, Inc. | Nashville, TN | June 2024 - September 2024

- Developed comprehensive strategic roadmap and positioning framework for automotive care product line targeting \$50M revenue segment
- Created integrated processes across multiple departments to improve digital efficiency
- Optimized website hierarchy, navigation and website architecture to drive 2x online user efficiency

General Manager Consumer Channels and eCommerce Director

Colour Republic | Nashville, TN | January 2020 - June 2024

- Launched and scaled eCommerce operations from \$0 to \$20M in 4 years through strategic planning, systems development, and team leadership—demonstrating entrepreneurial mindset and ability to build sustainable operations
- Negotiated Next Day shipping rate discount with FedEx in partnership with California Growers Association to reduce shipping costs by 78%
- Directed cross-functional teams (15+ members) with \$8M annual budget, overseeing operations, people development, and partnership management
- Secured strategic partnership with Country Living magazine reaching 30M+ consumers and generating \$3.5M in incremental value
- Built operational infrastructure including order fulfillment systems (150K+ annual orders), inventory management, quality assurance (98% accuracy), and customer service operations (4.5-star rating)

Interim Vice President Digital Marketing

Fleetcor, Corpay | Nashville, TN | September 2019 - January 2020

- Led organizational transformation initiative for three brands within \$2.4B portfolio, creating unified operational framework and change management strategy
- Developed cohesive operational systems across platforms that improved efficiency by 35%
- Directed consistency improvements across teams, resulting in 22% increase in performance outcomes

Director Digital Marketing

Fleetcor, Corpay | Nashville, TN | January 2018 - September 2019

- Managed \$20M annual budget, overseeing resource allocation, vendor relationships, and multi-team operations
- Increased key performance metrics by 45% through strategic planning and operational improvements
- Managed relationships with 5+ external partners, negotiating contracts and ensuring accountability

Director of eCommerce

Swiftwick | Nashville, TN | August 2017 - January 2018

- Generated 35% YoY sales growth through integrated operational strategy and team leadership
- Led cross-functional initiatives that increased performance by 40% while building sustainable systems

Global Senior Digital Manager

Mars Global Services | Nashville, TN | November 2016 - April 2017

- Directed global operations across United States, China, and Europe markets, managing \$30M+ operations and 8-person cross-regional team
- Developed region-specific operational eContent strategies that improved global consistency while respecting local contexts
- Coordinated cross-functional initiatives across teams spanning 3 continents

Digital Content Manager

Mars Petcare | Nashville, TN | November 2014 - November 2016

- Pioneered a product information management (PIM) system introducing new tech (Salsify) for the Petcare division, streamlining data syndication to major retailers including Amazon, Chewy, Walmart, PetSmart, and Petco. Coordinated implementation across R&D, Finance, Legal, Marketing, and Sales teams. Success led to a global role promotion to scale the initiative across other business units and regions.
- Spearheaded digital transformation process through P&G acquisition managing 8 external agency partners and 200,000 assets through the introduction of a digital asset management system (DAM)
- Contributed to over 70% eCommerce revenue growth over 2-year period through strategic operations development, new processes, and new technology
- Managed eCommerce product content operations across 1,500+ SKUs spanning 8 product lines

Digital Marketing & eCommerce Manager

Kimberly-Clark Corporation | Atlanta, GA | November 2013 - November 2014

- Generated \$20M incremental revenue using strategic marketing campaigns and eCommerce
- Increased website traffic by 53% through SEO optimization, content strategy improvements and UX/UI

Marketing Communications Manager

Kimberly-Clark Corporation | Atlanta, GA | December 2011 - November 2013

- Managed cross-functional campaign development including creative brief development, agency coordination, media planning, and performance measurement for Kleenex and Scott consumer brands with focus on brand performance

EARLY CAREER EXPERIENCE (2004 - 2011)

- **Communications Director** | **Cumberland Community** | Atlanta, GA | August 2008 – December 2011
Managed volunteer program, office admin, graphic designer, bookkeeper, Jill of all trades.
- **Photographer** | **Irvin-Simon Photographers** | Atlanta, GA | August 2006 – August 2008
Managed photography and design for over 1,200 clients and 300,000 customers in the Southeast.
- **Owner, President** | **Elan Media Co. LLC.** | Atlanta, GA | May 2004 – August 2008
Owned and operated digital consulting and digital production business. Specializing in brand identity, graphic design, photography and video production for NGOs, Non-Profits, and Small Business.

LEADERSHIP & AWARDS

- Board Member and Marketing Chair, Nashville Children's Theatre (2019 - 2024)
- IFPA Executive Leadership Program Graduate, Class 27 (2022 - 2023)
- Who's Who in America Winner (November 2023)
- 40 Under 40 Winner, Nashville Business Journal (2022)
- Nashville Young Leader's Council Graduate, Class 73 (December 2019)
- SCORE Business Mentor (2019 – 2022)
- TN Achieves Mentor (2019 – 2020)
- VP Board of Directors, Project Alianza (2016 – 2019)

SPEAKING ENGAGEMENTS

- WIRL (Women in Retail Leadership) Speaker (April 2025)
- Breinify Unconventional Marketing Guest (June 2022)
- Digital Innovator Podcast Guest (July 2021)

EDUCATION

Bachelor of Science, Communication Studies

Liberty University | May 2004

Magna Cum Laude 3-Year Accelerated Program | Minor: Psychology

REFERENCES

1. Tara Scarlett (former manager) // 615-878-6620 // tara@scarlettfoundation.org
2. Jill Heyman (colleague) // 757-619-9806 // jheyman03@yahoo.com
3. Kim Honiball (non-profit colleague) // 239-248-8235 // hello@kimberlyhoniball.com
4. Jason Hennesy (employee) // 319-400-2003 // jasonhennesy@gmail.com
5. Christy Broccardo (employee) // 217-494-0709 // christinebroccardo@gmail.com