



KALIE MOORE

International PR. Data Driven Marketing. Tech Journalist.

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ABOUT ME

Kalie has garnered media attention and driven growth for startups and corporate clients seeking to expand globally.

Kalie writes about the Berlin startup scene on her popular blog [Berlin Startup Girl](http://BerlinStartupGirl.com). Her blog has been featured in Forbes, Sunday Times, TechCrunch, and on international TV in France and Taiwan.

FEATURED PRESS

- Why Investors Are Keeping A Close Eye On Berlin For Startup Success, [Forbes](http://Forbes.com), June 17, 2015
- Top 100 International Influencer of the Berlin Tech Scene, [The Hundert](http://TheHundert.com), October 7, 2014
- It's Berlin, Game Tech Match, [The Sunday Times](http://TheSundayTimes.com), March 23, 2014
- Talking Europe: France 24 TV Heads to Germany, [France24](http://France24.com) May 5, 2014
- Geekette of the Month, [Berlin Geekettes](http://BerlinGeekettes.com) October 2014
- So teilt sich der deutsche Lieferdienstvermittler-Markt auf, [Grunderszene](http://Grunderszene.com) (in German), June 19, 2014
- 180 Leading Data Science, Big Data and Analytics Bloggers, [Data Science Central](http://DataScienceCentral.com), September 9, 2014
- Collaborative Work Spaces in Berlin, [Source Code Berlin](http://SourceCodeBerlin.com), October 24, 2014

WORK EXPERIENCE

Director of Global Communications (March 2015 > Current) Carmudi, a Rocket Internet Venture, Berlin

- Created and executed PR strategy across twenty countries in Asia, Africa, Latam, and the Middle East. Increased monthly media mentions by 65% to over 1,000 per month.
- Crafted pitches and consistently secured impressive top-tier local and international television, editorial, and digital coverage in outlets including [CNN](http://CNN.com), [CNBC](http://CNBC.com), [Bloomberg](http://Bloomberg.com), [Forbes](http://Forbes.com), and more.
- Managed a team of fifteen internal PR Managers. Responsibilities included recruitment, hiring, training, inspiring, and monitoring KPIs, in addition to working with international agencies.
- Collaborated with SEO, Business Intelligence, and Product Teams to craft and pitch data-driven stories, leverage the impact of media mentions and to ensure storytelling is complementary to other campaigns and the product roadmap.
- Developed and implemented creative campaigns to establish the company as a market leader. Most notably, created Carmudi's "The Booming Auto Industry in Emerging Markets" White Paper. Surveyed, analyzed, authored and designed the report that resulted in more than 500 global media mentions and boosted Google searches for Carmudi by 88%.
- Identified and secured thought leadership opportunities including conferences, events, awards, speaking opportunities, etc.

PR and Marketing Strategy (February 2011 > Current)

Berlin, San Francisco, Istanbul

- Designed and executed the inbound marketing strategy for a Berlin based B2B SaaS startup, [Rivalfox](http://Rivalfox.com). Launched and scaled the blog's reach, effectiveness, and lead generation potential from zero to 10,000 subscribers. Managed social media campaigns, created strategic partnerships with international influencers.
- Developed an integrated, creative, multichannel international marketing campaign to generate name recognition and buzz for [Linkbird](http://Linkbird.com), a Berlin based SEO tool, in the American market.
- Analyzed customer data, interviewed clients and created compelling success stories for Ecommerce Predictive Analytics startup [RetentionGrid](http://RetentionGrid.com), enabling non-technical users to harness the power of big data, to act on it, and to measure success.
- Led the inbound marketing and PR efforts for Business Intelligence SaaS company [datapine](http://datapine.com). Created and optimized the inbound funnel including the creation of weekly SEO rich blog posts, the production of white papers, and the development of drip email campaigns.

RECENT SPEAKING

- Startups Tell All: How to Successfully Scale to Asia, [Bistream Venture Summit](#), Berlin, May 26, 2015
- Establishing an Entrepreneur-First Culture: Comparing Silicon Valley to Berlin Investor Day, [InnoWeekend Armenia 2014](#), November 8, 2014
- Hustling 101 or How to Get Attention for Your Business Entrepreneur Day, [InnoWeekend Armenia 2014](#), November 9, 2014
- Fine Tuning the Journey: International Panel on Big Data and Predictive Analytics [Strategic Competitive Intelligence Professionals Conference](#), Amsterdam, November 5, 2014
- AppCircus Jury Member [Social Media Week Berlin](#), September 9, 2013

EDUCATION

BA Sociology, University of San Francisco (May 2006)
Graduated cum laude in three years.

- Advised ten international teams on their marketing strategies as an Entrepreneur in Residence at [Startupbootcamp](#), placed articles in [Venture Beat](#) and assisted real-time translation startup, ChatLingual, in their global marketing and PR efforts.
- Crafted viral marketing strategies and handled social media campaigns for [Loftrock](#) and [Beer Hunt](#), products of San Francisco based [Monkey Inferno](#).

SELECTED PUBLICATIONS

- [The Berlin Startup Ecosystem Needs An IPO In The U.S.](#), TechCrunch
- [Berlin's Coming Exits: How Equity Will Fuel The Ecosystem](#), Hack & Craft News
- [10 Things to Know Before Making the Move to Berlin](#), Silicon Allee
- [2014 Q3 funding analysis of the Berlin startup scene](#), Geektime
- [Schlaaaaaand! A Data-Driven Prediction of the FIFA World Cup 2014 Final Germany vs Argentina](#), Smart Data Collective
- [The Ultimate Guide to Getting Conversions by Growth Hacking Relationships](#), Rivalfox
- [Beyond the Big Data Hype: Make Smart Decisions With the Data You Have](#), All Business Experts

Business Development Coordinator (April 2011 > December 2011)

Morrison & Foerster LLP, Washington D.C.

Business Development Coordinator for the award-winning Intellectual Property practice of an AmLaw 20 law firm.

- Monitored technology trends, legislation, and relevant cases in order to notify and advise Intellectual Property Partners on business development opportunities and potential clients.
- [Managed the creation and launch](#) of Morrison & Foerster's first blog, Socially Aware, featured in [ReadWrite](#).
- [Drafted and published](#) internal and external press releases and client alerts.
- Planned and executed all events in the Washington D.C. office, including [critical client seminars](#), 500+ person webinars, and receptions.
- Created custom marketing materials and pitches for Fortune 100 companies for Morrison & Foerster's growing social media and IP practices.

Program Manager (September 2006 > April 2011)

Alameda County Bar Association, Oakland, CA

Program manager with an emphasis on marketing and PR for a legal services organization.

- Developed and launched a communications plan and internet marketing campaign which utilized Google AdWords, Facebook advertising, and SEO, resulting in half of all revenue coming from online campaigns within a year.
- Created social media marketing campaigns and assessed strategies to increase ROI.
- Recruited, trained, and managed a staff of four full-time employees and numerous graduate school interns.
- Designed, planned, and managed events for attorneys, board members and donors.