Kylie Luteraan | **Drafted.**

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Profile

Drafted. is a solo marketing consultancy with a decade of experience working in B2B tech. I help teams strengthen their marketing foundations, improve customer experiences, execute campaigns more effectively, and uncover the friction points getting in the way of results.

Current Role

Drafted. Founder & Marketing Manager | Feb 2025 – Present

I help you:

- Build a strong marketing foundation, whether you're starting from scratch or trying to bring order to what's already there.
- Turn expertise into content that builds credibility, supports sales conversations, and gives people a reason to pay attention.
- Keep launches, campaigns, and content projects moving forward when internal teams are stretched thin.
- Create a smoother user experience across your website, content, and customer journey, so prospects can find what they need and take action.
- Get an experienced second set of eyes on your marketing, from messaging and websites to campaigns and customer experience.

Experience

Cognizant Field Marketing Manager | Feb 2021 – Jan 2025

- Led field marketing, content marketing, and campaign execution across the Benelux region, supporting Digital Experience, Digital Studio, and Communications, Media & Technology business units.
- Produced executive-level events and integrated marketing programs focused on digital transformation, innovation, and generative AI, **managing budgets of €40K+** and delivering exceptional attendee satisfaction.
- Managed content strategy across web, social **(5.9M+ followers)**, email, and thought leadership channels, while coordinating content initiatives between Benelux, European, and corporate teams.
- **Grew LinkedIn followers for the Digital Experience showcase page by 11%** (October 2021–October 2024), **outperforming the industry benchmark of 6%**.

Intwo (formerly SaaSplaza) Marketing Communications Executive, Acting Global Marketing Lead | May 2018 – Jan 2021

- Helped lead the company's global rebrand following acquisition, supporting brand development and rollout across digital, print, internal communications, and marketing campaigns.
- **Led content strategy and execution** across digital and print for both legacy and new brand identities: blogs, press releases, social, ads, internal comms, and **newsletters (2,500+ and 500+ subscribers)**.
- **Increased marketing-generated leads by 60%, grew LinkedIn followers by 327%, and boosted organic engagement by 38% through targeted campaigns** (August 2018 – August 2020).
- Facilitated buyer persona and customer journey workshops to improve messaging, targeting, and campaign performance.

Wolters Kluwer Digital Communications Marketer | May 2017 – May 2018

European Space Agency (BIC) Marketing Intern | Apr 2016 – Jun 2016

Webster University Housing Assistant (Marketing Operations) | Oct 2015 – Jul 2016

Education

Bachelor's Degree, Media & Communications @ Webster University, Leiden (The Netherlands) | 2012 – 2016

Abilities & Expertise

- Marketing Strategy & Planning
- Campaigns & GTM Execution
- Marketing Operations & Execution
- Website & User Experience Audits
- Messaging & Positioning
- AI-Assisted Marketing Workflows

Platforms & Tools

- **Ad platforms:** LinkedIn Campaign Manager, Meta Ads Manager
- **CMS platforms:** WordPress, HubSpot, Umso, Adobe Experience Manager
- **Design software:** Adobe Photoshop, Canva
- **Email marketing:** Mailchimp
- **Productivity:** Microsoft Office Suite
- **AI tools:** Claude, ChatGPT, Gemini

Languages

- **English** (Native)
- **Dutch** (Professional proficiency)
- **Spanish** (Beginner)