

Kate Beath

MARKETING & GROWTH
DATA · AI · STARTUPS

CONTACT

Lennox Head, NSW (remote)

0432 573 646

kate.beath@gmail.com

linkedin.com/in/kate-beath-5a478a116

WHAT I DO

- Business audits
- Growth strategy
- Analytics & reporting
- SEO & AEO
- Paid media
- Creative & content
- Websites
- AI automation
- Outbound & partnerships
- Launches

STACK

Data & analytics
GA4, Search Console, Ahrefs, Screaming Frog, HubSpot

AI & automation
Claude, Make.com, GoHighLevel

Paid
Meta Ads, Google Ads

Web & e-commerce
Lovable, Shopify, Klaviyo

Ops
ClickUp

EDUCATION

Master of Human Nutrition
Deakin University

Bachelor of Communications (Marketing & PR)
Monash University

PROFILE

Marketing and growth consultant with 15+ years across startups, SaaS, AI, hospitality, health and consumer brands. Five years leading marketing, operations and growth at LIFT, a global AI startup, and now running my own consultancy. I start with a full audit and the data, find out quickly what's working, and pivot fast when it isn't. I do the work myself or get it done through agencies and freelancers, and use AI and automation to move faster.

RESULTS

35%
Close rate: 50 leads, 20 calls, 7 new clients

+185%
Organic revenue, $32K to $92K a month in four months

~US$2M
Total from LIFT's node sales, which sold out

300K+
X followers and a 78K community, from stealth

150+
Partners signed on referral and cost-per-sale terms

10+
Product launches, plus a full company rebrand

EXPERIENCE

Founder & Marketing Strategist, Found First
2025 — NOW

Also SEO and AI search strategy lead (contract), TAG Agency

- Lead SEO, AI search and digital PR for brands across hospitality, health, legal, recruitment and e-commerce, including a Forbes Five-Star hotel.
- Grew organic revenue for a national online furniture retailer by 185% in four months.
- Built an AI-assisted prospecting system that brought in about 50 leads, 20 calls and 7 new clients in six months.
- Set up tracking and monthly reporting for clients in GA4 and Search Console, using AI to speed up the analysis.
- Design and build conversion-focused websites, and previously ran Practical AI, an automation consultancy using HubSpot, Make.com and Claude.

Marketing, Operations & Growth Lead, LIFT
2021 — 2025

AI and Web3 infrastructure startup · reported to the founders

- Joined in stealth to manage a website build and grew into leading marketing, operations and growth across the US, Asia and Europe.
- Led the rebrand from PlayFi to LIFT and 10+ product launches, growing the brand to 300K+ X followers and a 78K community.
- Signed 150+ creators and partners on referral and cost-per-sale terms, with campaigns up to about US$350K, and built 50+ partnerships.
- Led marketing for the node sales, which sold out and raised around US$2M in total.

Product Marketer, PlayHQ
2020 — 2021

B2B SaaS sports platform · maternity-leave cover

- Led a full website rebuild and ran newsletters and social for a platform serving sports clubs and their members.
- Built client case studies and testimonials and set up Net Promoter Score tracking.

Marketing Manager, Nutrition Care
2020 — 2021

- Led the marketing team and managed $1M+ in media spend across digital and traditional channels.
- Marketed to the health practitioners who recommend the brand and the consumers who buy it, with retail and wholesale promotions, email, PR and trade shows.

Marketing & Communications Manager, Yoga Australia
2017 — 2020

- Doubled the database from 5K to 10K+ and converted 40% of new graduates into members.
- Grew membership 15% during COVID by moving education and community online, including a daily online yoga platform.
- Managed a team of three and ran national conferences, a major expo and the Arnold Sports Festival stand.

Earlier roles
2002 — 2017

City of Melbourne (Health Projects Coordinator), Splash Consulting, Radio Works and Catalyst PR.