

MC Mary Cate Spires

SPEAKER | AUTHOR
DIGITAL MARKETING SPECIALIST | ROI EXPERT

WWW.MARYCATESPIRES.COM



Mary Cate SPIRES

Known as the **"Results-Driven Marketer,"** *Award-Winning*, Digital Marketing Specialist, Speaker, Author, **Mary Cate Spires** is the leading expert on using data and research to improve marketing ROI. While in college, she was introduced to the world of digital marketing through an internship with KeelySaye.com. With an aptitude for strategy and analytics, Mary Cate quickly fell in love with digital marketing and was promoted to inbound marketing specialist. She has since embraced the lessons she learned to forge her own reputation as a digital marketing expert.

The University of South Carolina named Mary Cate, Public Relations Senior of the Year and was part of the Public Relations Students Society of America's Bateman Team. Her team placed third in the national competition and received the prestigious Public Relations Society of America Mercury and Silver Wing awards. Mary Cate graduated summa cum laude from The University of South Carolina in 2015 with a degree in Public Relations.

She accepted a position with MyCheck, a New York City-based startup. In her role as Inbound Marketing Manager, she saw firsthand how HubSpot's marketing approach drives top-line revenue growth. From there, she began working for Smartbug Media, the highest rated HubSpot Partner agency in the world, as an Inbound Marketing Consultant.

Mary Cate has continued to receive accolades throughout her career as a digital marketing consultant. At the Arbor Company, she was awarded three Platinum, two Gold, and two Honorable Mention Marcom awards for her work in digital marketing excellence and senior care marketing.

Today, Mary Cate is sought after Speaker, Author of her first book, **"On The Map"** (22), and specializes in ROI-Driven marketing. Under her mantra, **"Don't spend money on marketing if you aren't measuring key performance indicators,"** she helps clients set and measure realistic goals and hits them time and time again -- pivoting when necessary to optimize what's working and quickly abandon what isn't.

Her insights have been featured on ABC News, Newsweek and in noteworthy publications and podcasts like Chief Marketer, HubSpot, and Maiden Voyage. Mary Cate helps leaders build a strong customer base to experience high return on investment. Her unique approach dives deep into data and research to help businesses make marketing decisions work smarter not harder.

AS SEEN ON



BOOK MARY CATE:

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Keynote Speaker, Market Movers, June 2022, Raleigh, NC

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Meet Mary Cate SPIRES

Known as the **"Results-Driven Marketer,"** **"Award-Winning,"** Digital Marketing Specialist, **Mary Cate Spires**, is a Speaker, Author, and the leading Expert on using data and research to improve marketing ROI. She has worked with dozens of prominent brands from all over the United States including SmartBug Media, HubSpot, and The Arbor Company to drive leads, ROI, and customers through digital marketing efforts.

With a degree from the University of South Carolina in public relations and over ten years of digital marketing experience, she is widely regarded by marketing executives to influence marketing strategy and achieve results.

Her insights have been featured on ABC News, Newsweek and in noteworthy publications and podcasts like Chief Marketer, HubSpot, and Maiden Voyage. Mary Cate helps leaders build a strong customer base to experience high return on investment. She authored her first book, **"On The Map"** in 2022.

Her unique approach dives deep into data and research to help businesses make marketing decisions work smarter not harder.

Mary Cate uses data, trends, and careful analysis to build impactful digital strategies for her business clients, helping them experience as much as **318% revenue ROI** on digital marketing alone. And now she can **speak to or teach your organization** how to capture **results** and learn to **perform better in today's digital marketplace**.

Here are some of her **Sought After Speaking Topics/Workshops**:

- How to Effectively Use HubSpot
- How to Evaluate and Find a Good Digital Marketing Agency
- My Case Against Billboards
- The Road to Marketing ROI: Conducting the Proper Research
- Online Reputation Management
- Using Data and Research to Improve Marketing ROI



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"Most people think that innovative creative marketing wins more clients. The reality is that after we observe the market, we then innovate our next steps."

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