

Tiecen Payne

Executive Marketing Strategist | Fractional CMO | Brand Architect
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SUMMARY

Results-driven Executive Marketing Leader with over 20 years of experience guiding organizations through brand evolution, digital transformation, and strategic growth. As a trusted Fractional CMO, I help companies clarify their brand identity, elevate their marketing performance, and build scalable infrastructure. I bring a rare blend of creative insight, technical fluency, and executive-level perspective—delivering strategies that are as bold as they are effective. Proven track record of leading cross-functional teams, managing high-stakes brand initiatives, and serving as an advisor to mission-driven organizations.

EXPERIENCE

Smart Start Marketing – Owner / Fractional CMO

Provo, UT | April 2023 – Present

- Serve as a trusted C-level marketing partner for early-stage companies, rebranding efforts, and growth-phase businesses.
- Craft and implement brand and marketing strategies that align with core business goals—often functioning as both strategist and executor.
- Lead competitive analysis, audience segmentation, and GTM (go-to-market) planning to ensure market fit and brand relevance.
- Build foundational marketing systems: style guides, brand messaging, content pillars, campaign playbooks, and performance benchmarks.
- Oversee full-scale execution across digital platforms, including websites, social, email marketing, paid media, and SEO.
- Manage external teams and vendors as needed, ensuring alignment, accountability, and creative excellence.
- Provide C-suite level reporting on KPIs, marketing ROI, and audience growth metrics.

ICE Mortgage Technology – Content Marketing Manager

Pleasanton, CA | March 2021 – July 2024

- Led content strategy for a suite of over a dozen SaaS products in the mortgage technology space.
- Managed high-impact programs including blogs, eBooks, customer stories, webinars, and executive bylines to support demand generation and brand authority.
- Directed the Customer Stories Program, amplifying top clients across thought leadership and PR channels.
- Served as lead copy strategist for cross-functional campaigns involving Product Marketing, Sales, Customer Success, and Events.
- Ensured brand voice and compliance standards were met across all content touchpoints.
- Worked across platforms like Workfront, Slack, JIRA, and Microsoft Office to manage content production workflows.

Candle Warmers Etc / Airomé – Marketing Director

Draper, UT | April 2017 – March 2021

- Oversaw multi-channel marketing strategy for home fragrance and essential oils brands in both wholesale and direct-to-consumer markets.
- Managed digital advertising, Amazon and eCommerce growth strategies, influencer partnerships, and B2B trade show marketing.
- Directed creative production for packaging, catalogs, and digital assets using Adobe Creative Suite.
- Developed and monitored marketing budgets, optimized spend based on ROI analysis, and presented monthly reports to executive leadership.

Nexstar Broadcasting – Digital Marketing Manager

Salt Lake City, UT | Jan 2014 – Mar 2017

- Rolled out digital services across the Utah broadcast region, training sales teams and supporting client-facing strategy.
- Provided end-to-end marketing strategy for local advertisers—integrating TV, web, and social media.
- Helped establish a scalable digital marketing infrastructure within a legacy broadcast environment.

Gravitate Online – Content Manager & Editor

Draper, UT | July 2012 – Oct 2015

- Led content development for diverse industries, ensuring SEO-aligned, conversion-driven messaging.
- Managed a team of writers and editors; assigned topics, edited content, and supported creative direction.
- Developed messaging for website launches, location expansions, and ad campaigns.

ADVISORY & BOARD EXPERIENCE

The Wellness Farm – Advisory Board Member

Utah | 2024 – Present

- Serve on the advisory board of a nonprofit organization promoting community wellness through hands-on farming experiences, holistic healing, and educational outreach.
- Offer strategic guidance on brand positioning, fundraising initiatives, and marketing infrastructure to support growth and visibility.
- Advise on content strategy and audience engagement across digital platforms.

EDUCATION

California State University, San Marcos

2006 – 2008

- Bachelor of Arts in Literature and Writing Studies | GPA: 3.8