



KELLEIGH GAMBLE

Founder & Principal Consultant
Bay Area, CA

About

Fractional marketing and operations consultant with 16+ years of experience leading high-performing teams in marketing, brand strategy, and organizational efficiency. Combines creative insight with structured systems thinking to help purpose-driven businesses and nonprofits streamline operations, strengthen team collaboration, and execute events with clarity and impact.

Availability

- Part-time fractional consulting (10–20 hours/week average).
- Remote, hybrid, or onsite (Bay Area).

Contact

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PROFESSIONAL EXPERIENCE

Founder & Principal Consultant | Branca Theory (2024–Present)

Provides fractional marketing and operations consulting for small businesses and nonprofits. Specializes in marketing ops audits, event coordination, workflow development, and creative strategy.

Fund Development & Marketing Consultant | Girls Inc. of the Island City (2025)

Supported development and marketing operations through system building, content strategy, and event planning. Led fundraising campaigns and marketing initiatives for a community nonprofit.

Marketing & Operations Leadership Roles (2008–2024)

15+ years of experience in senior-level marketing positions across CPG, food & beverage, cannabis, and hospitality. Expertise in operational efficiency, team leadership, and brand growth strategy.

Education & Certifications

B.A. Communications | Advertising & Theatre

Additional Training: Project Management, Marketing Automation, Workflow Optimization

Core Expertise

- Marketing Operations & Workflow Design
- SOP Development & Process Documentation
- Project & Event Management
- Martech & Communications Infrastructure
- Strategic Planning & Team Alignment
- Creative Direction & Collateral Development
- Nonprofit Marketing & Fund Development

Tools & Platforms

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| • Asana | • Mailchimp |
| • Monday.com | • Constant Contact |
| • Basecamp | • DonorPerfect |
| • Slack | • ReadySetAuction |
| • Google Workspace | • Squarespace |
| • Canva | • Wix |