

# MAGGIE HO'OMANAWANUI

---

312.965.6474 • [maggie.hoomanawanui@gmail.com](mailto:maggie.hoomanawanui@gmail.com) • [website](#) • [linkedin](#)

---

## PROFESSIONAL SUMMARY

Senior Brand Strategy leader with 13+ years of experience driving go-to-market, product launches, and revenue growth across B2B and B2C wellness and hospitality industries. Proven track record of owning end-to-end execution — from positioning and sales enablement to lifecycle campaigns — with measurable outcomes including a \$9M pipeline and 200%+ acquisition growth. Experienced in launching physical and digital products, synthesizing market and customer insights, and aligning cross-functional teams across Product, Sales, and Customer Success. Strong passion for the health and fitness industry with a reliable and transferrable skillset.

---

## CORE COMPETENCIES

- GTM Strategy & Execution
  - Product Launches
  - Messaging & Positioning
  - Sales Enablement
  - Lifecycle Marketing
  - Adoption & Expansion
  - Cross-Functional Leadership
  - Market & Competitive Research
  - Retention Strategies
- 

## WORK EXPERIENCE

### HEAD OF BRAND STRATEGY, FRACTIONAL

Traverse Fitness | Denver, CO

Dec 2025 - current

*Denver's premiere health and wellness club — led GTM strategy, reset OKRs, and rebuilt go-to-market approach to drive membership growth ahead of new club opening.*

- Achieved 218% to sales goal prior to new club opening by reshaping GTM strategy
- Shifted messaging and positioning to align product offerings with high-value audience segments, driving measurable growth in qualified leads and conversion, ultimately increasing revenue to \$4.75M
- Built omni-channel paid media strategy and led execution with internal teams and external agencies
- Implemented cross-functional tools, including Asana and Claude, to improve team efficiency and output
- Owned full lifecycle strategy and execution, improving all marketing KPIs

### HEAD OF BRAND STRATEGY, FRACTIONAL

Upswell Studio | Denver, CO

Oct 2024 - Sept 2025

*Early-stage wellness brand creating a new category integrating mindful movement, active recovery, and social wellness — built and owned all GTM from the ground up.*

- Drove 250%+ increase in brand awareness and consideration, with a 200% increase in new guest acquisition through full omni-channel GTM campaigns that clarified positioning for target audiences
- Re-designed all touchpoints to simplify the user journey and shorten the sales cycle
- Synthesized data and provided analysis with recommendations for c-suite leaders and board members that ultimately created our core offering framework, tied to the solving the problems of our target audience
- Cultivated brand partnerships, locally and nationally, that allowed us to expand reach and referrals, increasing monthly revenue by 86%
- Built and managed all creative, calendars, and promotions, leading to the highest increase in new visits

## SENIOR LEADER, BRAND STRATEGY

Exos | New York, NY | Denver, CO

Jul 2021 - Dec 2024

*Global sports and well-being company offering personalized coaching for elite athletes and corporate wellness programming — led marketing for the first B2B SaaS platform launch.*

- Led end-to-end GTM launch of first B2B SaaS coaching platform, by driving cross-functional alignment across Product, Operations, and Client Success — we landed 183 global clients with over 1M downloads
- Revamped platform messaging and positioning, generating a \$9M pipeline in 6 months
- Spearheaded key initiatives to shorten sales cycles and increase short-term and long-term revenue streams
- Leveraged performance data to translate insights into action items that optimized our platform and strategy
- Developed sales enablement tools and internal/external content strategy that shortened sales cycles and improved win rates

## DIRECTOR OF BRAND EXPERIENCE

Origin Hotel Red Rocks | Denver, CO

Jan 2019 - Mar 2020

*Adventure & lifestyle brand — led strategy, partnerships, and experiential programming.*

- Developed campaigns driving awareness, bookings, and revenue in a competitive hospitality market
- Designed experiential offerings and packages increasing Room, Food & Beverage sales by 30%
- Built strategic partnerships with Red Rocks Amphitheater, Southwest Airlines, and Jeep to reach new audiences and drive acquisition

## MARKET MANAGER

Flywheel Sports | New York, NY | Denver, CO

Jan 2018 - Jan 2019

*National fitness studio brand — led PNW region including new studio launches and GTM execution.*

- Conducted comprehensive market analysis and utilized data-driven insights to build and execute new studio openings and go-to-market strategies — leading to the most successful membership sales in brand history
- Executed impactful pre-launch events with local partners that increased leads and conversion
- Led new program designs and rollouts that increased acquisition and retention

## GENERAL MANAGER

Equinox | Chicago, IL | Dallas, TX

Feb 2013 - Dec 2016

*Global luxury wellness brand — led club teams and drove operational, sales, and member experience outcomes.*

- Reached \$15M in revenue yearly by coaching cross-functional leaders to collaborate and hit goal
- Achieved #1 Club in Member Experience by meeting with decorators and creative problem solving
- Created change management solutions, including launching Salesforce, to flip under-performing clubs

---

## CONSULTING EXPERIENCE

2017 - current

Business Strategy · AI Platform Rollouts & Training · GTM & Integrated Marketing Strategy · Product Positioning  
Brand Strategy · Creative Direction · Web Design · Coaching & Development

---

## EDUCATION

Purdue University

Bachelor of Science — Management, Art & Design

2008