

BECKA KARLE

Marketing Technology Lead / Product Strategist / Systems Architect

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SUMMARY

Marketing technology and product systems lead working across behavioral health organizations and B2B SaaS. Builds the full stack: strategy, creative, code, and automation, from Figma prototypes to Supabase schemas to AI workflow automation. Currently leads marketing communications across an Altior Healthcare brand portfolio while co-founding Solvhaus Solutions, operating creative studio Karle Kreatives, and co-founding Foxhole Forum, a free peer-support forum for veterans and first responders.

SELECTED EXPERIENCE

Altior Healthcare Oct 2025 to Present

Senior Marketing Communications Manager

- Built multi-brand marketing systems, campaign architecture, and content pipelines across 5+ treatment programs serving all age groups from 12 years old through adults (Paradigm Treatment, The Ridge RTC, Patriot PowerUp)
- Developed executive briefs, B2B referral communications, and automated nurture sequences
- Managed vendor tech stack, webstore inventory systems, event logistics, and collateral production
- Built SEO, digital campaign architecture, and conference marketing infrastructure

Paradigm Treatment CONCURRENT, PORTFOLIO BRAND Oct 2025 to Present

Marketing Director

- Owned the full WordPress marketing stack: content, SEO, social distribution, and referral-facing assets
- Built audience-specific messaging frameworks for parents, clinicians, educational consultants, and referral partners
- Translated clinical services into accessible, conversion-optimized digital experiences

The Ridge RTC CONCURRENT, PORTFOLIO BRAND Oct 2025 to Present

Marketing Director

- Directed brand development, campaign planning, and digital assets for adolescent residential treatment programs
- Produced photography-directed facility marketing, print advertising, and professional outreach systems

Patriot PowerUp CONCURRENT, PORTFOLIO BRAND Oct 2025 to Present

Marketing Director

- Directed brand development, campaign planning, and digital assets for veteran-support programs
- Coordinated cross-brand positioning and referral collateral between Patriot PowerUp and Ridge RTC

Solvhaus Solutions

CONCURRENT

Mar 2026 to Present

CEO / Co-Founder

- Co-founded a B2B SaaS and operations company building CRM, referral engines, and internal workflow tools
- Owned product strategy, UX/UI direction, Lovable/Supabase development, and go-to-market positioning
- Built BedFlow (referral CRM), DayFlow, AfterFlow, Roll Call house management, and API integrations
- Created pitch decks, demo environments, onboarding flows, and partnership materials

Karle Kreatives

CONCURRENT

Jan 2024 to Present

Owner / Creative Director

- Founded a creative studio delivering full visual identities, websites, and marketing systems
- Built client sites on WordPress, Squarespace, Wix, Shopify, Lovable, Framer, and Webflow
- Managed discovery, positioning, creative direction, production, vendor coordination, and launch

Foxhole Forum for Veterans and First Responders

CONCURRENT

Jul 2026 to Present

Co-Founder

- Built the remote peer-support platform's brand, website, and partner referral materials
- Designed accessible, discreet UX and community partner recruitment systems

Totality Treatment Center

Mar 2025 to Oct 2025

Director of Business Development

- Built a referral partner network and professional event marketing infrastructure
- Connected outreach activity to CRM tracking, census goals, and intake workflows

Omnia Recovery

Oct 2024 to Mar 2025

Director of Business Development (Contract)

- Managed referral development and admissions functions concurrently
- Identified marketing, alumni engagement, and CRM tracking gaps for operational improvement

PRODUCTS BUILT

BedFlow: referral CRM for behavioral health operators usebedflow.com

Roll Call: house management tool for residential programs rollcallhm.com

DayFlow: internal workflow tool in the Solvhaus operations suite use-dayflow.com

AfterFlow: internal workflow tool in the Solvhaus operations suite use-afterflow.com

EX University: SaaS product in development ex-university.com

Trusted Treatment Navigator: treatment navigation product trustedtreatmentnav.com

Foxhole Forum: remote peer-support platform for veterans and first responders foxholevets.com

TECHNICAL STACK

DEVELOPMENT & PRODUCT

Lovable, Supabase, GitHub, Vercel, Manus, Base44, FlutterFlow, Firebase, React, Next.js, Webflow, Framer, WordPress, Squarespace, Wix, Shopify, Webador, Cursor, Replit, Xcode, Stripe, Jotform, HTML/CSS/JS

SEO & ANALYTICS

Semrush, Ahrefs, Google Analytics, Google Search Console, Google Ads, Meta Ads

OFFICE & PRODUCTIVITY

Google Workspace, Microsoft Office, Dropbox, DocuSign, WeTransfer, QuickBooks, ADP, iSolved (Coastal Payroll)

AI & AUTOMATION

Claude, Claude Code, Claude Design, ChatGPT, Perplexity, Gumloop, Zapier, Make, n8n, Okara AI, Midjourney, InVideo AI, Littlebird

CRM & OPERATIONS

HubSpot, Salesforce, Airtable, Notion, Monday.com, Zoho, Dazos CRM, Lightning Step CRM, Slack, Linear, ClickUp, Teamcamp, Cowork, Dispatch

EHR / CLINICAL

Kipu, BestNotes

DESIGN & CREATIVE

Figma, Adobe Creative Suite, Canva, CapCut, Wondershare, Motion.io, Opus Clips, Captions App, Splice, POD Distributors & Design

SALES & OUTREACH

Acuity Scheduling, Calendly, Zoom, Loom, Constant Contact

PREVIOUSLY USED / EVALUATED

Softr, Glide, WeWeb, Bolt.new, Noimos AI, LaunchBay

EDUCATION & CERTIFICATIONS

National University: B.A. Psychology, in progress

Sabino High School: Graduated 2011

Adobe Design Fundamentals: 2025

National Society of Leadership and Success: Lifetime Member, National University chapter

Training: CPR, Mandated Reporter, Narcan Distribution