



Katherine Kelly

NONPROFIT COMMUNICATIONS AND MARKETING DIRECTOR

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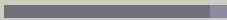








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ABOUT

For over ten years, I've shared the stories of the world's change-makers and compelled others to join them through strategic marketing. As a tech-savvy marketer with an entrepreneurial mindset, I am proficient in a range of communications solutions. My areas of expertise include web and print content development, public speaking, media relations, and project management.

SKILLS

MS Office	
HTML / CSS	
WordPress	
Video Editing	
Photoshop	
Illustrator	
InDesign	
Salesforce	
Monday.com	

EDUCATION

THOMAS EDISON STATE UNIVERSITY

Bachelor of Arts, Social Science

May 2014

GPA: 3.87

CERTIFICATIONS

Marketing & Creativity Masterclass
with Seth Godin

WOBI

Certification Date April 2021

Nonprofit Marketing Director Certification

Nonprofit Marketing Guide

Certification Date June 2017

Social Media Marketing Certification

Hootsuite Media, Inc.

Certification Date May 2016

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS

Eye to Eye | August 2018 - Present

Eye to Eye is an established leader in the education and youth development fields. It is the only comprehensive direct service, outreach, and advocacy organization run by and for individuals with learning differences including those with a specific learning disability (LD) or attention deficit hyperactivity disorder (ADHD). The organization's multi-pronged approach focuses on not only empowering students directly, but simultaneously working to drive educational equity and improve broader societal systems that these students must navigate each day.

- Hired and developed a team of in-house and external marketing professionals in a project-intensive department focused on driving partnerships with school partners and philanthropic investments.
- Led my team through the creation and promotion of a virtual offering for educators and students and exceeded our five-month engagement target by 45% within the first month.
- Led website redesign, content development, product launches, further brand positioning, internal and external communications, and innovative promotions.
- Generated unprecedented PR success through annual tactical planning and out-of-the-box initiatives. Increased exposure and lead generation three-fold through placements in national outlets such as Forbes, NPR, The Hill, and CNN.
- Secured international television segments with CNN Heroes, exponentially increasing Eye to Eye's brand awareness. Served as the key liaison between Eye to Eye and CNN. Positioned the CEO as a thought leader in educational equity and managed the logistics of vetting, providing additional press materials, and interview production coordination with our participants.

COMMUNICATIONS AND EVENTS MANAGER

New York City Hospitality Alliance | September 2017 - July 2018

The NYC Hospitality Alliance is the premier, independent association for NYC's hospitality businesses (restaurants, bars, lounges, and destination hotels). The association assists members with political advocacy, education & training, operational advice, and consulting.

- Developed all email communications through curation, copywriting, proofing and design.
- Maintained social media platforms by sharing relevant industry content consistently and developing new communications strategies to increase followers and engagement.
- Coordinated and executed educational, inspirational, and memorable experiences for the hospitality community to generate a strong connection to the brand and interest in association membership.

MARKETING AND COMMUNICATIONS MANAGER

Little Kids Rock | June 2016 - August 2017

A national nonprofit whose mission focus is the revitalization of music programming in public schools through the introduction of Modern Band—a stream of music education focusing on the popular music genres of the past 60 years.

- Led a successful omnichannel campaign to promote the organization's partnership with the nation's third-largest school district, doubling the size of the district's Modern Band programming.
- Designed and produced video, digital, and print collateral for fundraising, events, and stewardship.
- Created an online digital marketing bank including logos, photos, videos, boilerplates, style guides, facts and statistics, and an archive of produced publications.
- Secured earned media from national and regional news outlets via pitches and press releases.

MARKETING COMMUNICATIONS AND SOCIAL MEDIA ASSOCIATE

New Alternatives for Children | August 2015 - June 2016

A New York City-based social service nonprofit that provides an integrated continuum of health and social services for children who are living in poverty have a profound disability, chronic illness, or mental health diagnoses, and have experienced or are at risk of experiencing abuse and/or neglect.

- Established and managed the first NAC Young Professionals group focusing on strategic planning, membership cultivation, social media engagement, and specialized fundraising events. Raised nearly \$20,000 through the young professionals crowdfunding campaign, "10 Days of NAC."
- Led the concept, creation, and execution of all marketing efforts and campaigns, including social media, copywriting, design, digital multimedia, print, and email campaigns.