

# KATRINA STARKWEATHER

STARKWEATHERMARKETING.COM

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## Marketing Partner

Innovative and knowledgeable Marketing Director with a proven track record of developing marketing strategy, campaigns, and brand messaging for clients across diverse industries. Passionate about motivating and supporting clients in identifying goals, designing business mission, and executing on ideas. A collaborative, team-oriented project manager with strengths in coordinating multiple resources to execute marketing campaigns for both startup entrepreneurs and established small businesses.

### AREAS OF EXPERTISE

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Marketing Strategy	Business Coaching	Building Relationships
Campaign Development	Marketing Project Management	Understanding Client Needs
Social Media Marketing	Execution of Business Strategy	Brand Messaging
Digital and Print Collateral	Event Design and Coordination	Motivational Leadership
Website and Content Development	Creative Problem Solving	Identifying Resources
Knowledgeable with SEO	Collaborative Teamwork	

**Technical Profile:** Social media platforms (Facebook, Twitter, LinkedIn, Blogger, Hootsuite), WordPress, SEO and Google AdWords, email campaigns (MailChimp, Constant Contact, Campaigner), Programming (HTML, CSS)

### KEY ACHIEVEMENTS

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- Created a comprehensive online and direct marketing and sales strategy for a 12-year-old cattle ranch in Oregon to improve company image, double the sales of 100% grass-fed beef, and achieve profitability.
- Designed a new website for a consulting firm and managed migration of articles and video presentations to the new site. Implemented the new site to achieve over 4,000 visits in two days, grow fan base, and consistently perform nearly 20% higher than similar websites for duration of visit.
- Managed a team in website redesign, social media, and e-newsletter projects for a client resulting in their first profitably held training class in the US.
- Developed and implemented marketing and branding strategies to increase the Tower Theatre's revenue by 125% over three years.
- Significantly increased awareness and ticket sales for the Tower Theatre by creating a digital media presence, an updated website, monthly email newsletters, a new marquee, and a new ticketing system.
- Collaborated with Tower Theatre's Board of Directors and a volunteer committee on a new fundraising event to raise \$20K over two years.

### PROFESSIONAL EXPERIENCE

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**Marketing Strategist**—Starkweather Marketing, Fort Collins, CO, and Bend, OR 07/2009—Present

*Provide business strategy and marketing consulting services to help clients improve messaging, company image, and revenue in diverse markets.*

- Develop marketing strategy for entrepreneurs, including market research, branding, collateral, and positioning.
- Create new websites for clients, including design of theme, website configuration, and content development to consistently increase web traffic and sales.
- Coached clients to improve writing skills, producing higher-quality blogs and articles to boost website views.
- Utilize Google Analytics to design, track, and improve direct mail and email campaigns.
- Develop social media presence to drive sales and event participation.
- Maintain a blog at starkweathermarketing.com with over 700 followers.

## PROFESSIONAL EXPERIENCE CONTINUED

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**Marketing Manager**—Tower Theater, Bend, OR

01/2006—06/2009

*Coordinated all marketing and branding efforts for this \$1M performing arts theatre.*

- Directed a marketing team in the creation and implementation of marketing plans, including website content development, Facebook and Twitter presences, direct mail, press releases, and traditional media marketing.
- Managed projects to drive overall market awareness, including website re-design, branding improvements, and increased web traffic and duration per visit.
- Wrote and edited copy for brochures, website, press releases, and email campaigns.
- Increased the organization's database of prospective emails from 1,000 to 6,000 with appealing emails, engaging subject lines, high click rates, and strong branding.

**Marketing Manager and Technical Training Manager**—Integro, Denver, CO

04/1998—12/2005

*Oversaw marketing activities for a \$3M e-business consulting business and training development for a \$1M technical training business.*

- Developed, implemented, and managed sales and marketing campaigns for to increase sales by up to 26% during the technical industry slump.
- Expanded training business by identifying market opportunities and developing new lines of business to replace fading revenue streams.
- Drove sales and customer awareness through creation of electronic opt-in letters, email notices, and online features to increase website traffic.
- Responsible for P&L of the training center business.
- Coordinated and delivered all training engagements, including sourcing and hiring of instructors, rate negotiation, logistics planning, and materials.

**Events Manager**—Colorado UpLIFT, Denver, CO

04/1994—07/1997

*Promoted from Development Associate to Events Manager to coordinate fundraising events and grant proposals.*

- Planned and executed a black-tie fundraising dinner benefiting at-risk youth in Denver, raising the highest net revenue for the organization to date.
- Managed and mentored a team of over 100 volunteers in fundraising activities.

**Marketing and Membership Coordinator**—University of Colorado, Boulder, CO

09/1988—03/1994

*Coordinated with a multi-faceted team to streamline membership services and increase customer retention.*

- Collaborated on the creation of the Alumni Association's logo (in use until 2007).
- Designed and executed a lapsed member campaign to achieve a 98% return rate.
- Wrote and edited University publications, including the international *Colorado Alumnus* and the nationally-circulated *Life at Boulder*.

## EDUCATION AND CERTIFICATIONS

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**Bachelor of Arts in English Literature**—University of Colorado, Boulder, CO

**Certified Scrum Master (CSM)**

## COMMUNITY INVOLVEMENT

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**Communications Manager**—Neighborhood Association

**Board Member**—Sacred Art of Living Center (2008-2009)

**Committee Member**—Committee to Elect Jodie Barram, City Councilor (2009)

**Communications Chair**—First Presbyterian Church of Bend