

EXPERIENCE

INDIANA CPA SOCIETY ▪ CREATIVE DIRECTOR

July 2017 – Present

- + Directs and oversees strategy development for branding, content and communications across all platforms to align with the Society's goals and initiatives.
- + Determines content strategy based on the Society's strategic goals and leads implementation with Communications team. Includes:
 - Providing strategic oversight of website branding and content.
 - Owning the Society's social media presence, ensuring consistent voice, messaging and alignment with organizational goals.
 - Ensuring digital advertising strategy and messaging aligns with Society initiatives.
 - Determining appropriate marketing channels for Society campaigns (paid advertising, social media, content marketing, email, print, etc.).
- + Helps develop short- and long-term goals to achieve the Society's strategic objectives.
- + Strategizes and collaborates with all Society teams to achieve goals.
- + Leads the Communications team, keeping them inspired and on track, and provides feedback on work and career development.
- + Leads outside marketing teams and consultants in development and execution of content strategy based on the Society's strategic objectives.
- + Manages relationships with printers, freelancers and photographers.
- + Serves as managing editor of Connect magazine, leads content and design development, and writes articles.
- + Uses data from the Society's digital communication stats to determine frequency, timing, automation, dynamic content and changes as needed.
- + Prepares and maintains all Communications department budgets.

CREATIVE MANAGER

- + Oversaw the planning, content preparation, design and production of all print and digital media and managed the Society's brand.
- + Managed Communications team and all department project deadlines.
- + Prepared the printing and postage budgets.

GRAPHIC DESIGNER

- + Redesigned the Society's logo and led rebrand, which included a new color palette, tagline and brand guidelines.
- + Designed print and digital materials for the Society, including printed magazine, e-newsletters, website graphics, ads and event signage, while ensuring brand consistency.
- + Worked directly with print and vendor vendors; prepared and sent press-ready files.

RAYBOURN GROUP INTERNATIONAL ▪ DIRECTOR OF MARKETING AND MEMBER COMMUNICATIONS

July 2014 – July 2017

- + Oversaw all marketing, design, branding and communication activities for the Indiana Society of Association Executives (ISAE).
- + Managed email and digital marketing campaigns and maintained marketing calendar.
- + Oversaw website and mobile app content, design and usability; maintained and regulated content for ISAE's blog and editorial calendar.
- + Supervised ISAE team.
- + Managed ISAE volunteers as staff liaison for volunteer committees.
- + Worked with Board of Directors to execute strategic plan.

MDWISE ▪ MARKETING GRAPHIC DESIGNER

February 2010 – July 2014

- + Created and designed print and web materials for health care marketing promotions, school programs, advertisements, events and corporate communications while ensuring brand consistency

KATIE KIRKTON

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EDUCATION + CERTIFICATIONS

UNIVERSITY OF INDIANAPOLIS

August 2004 – May 2008

- + B.F.A. in Visual Communication Design
- + Minor in Art History
- + Summa Cum Laude

U.S. CHAMBER OF COMMERCE'S INSTITUTE OF ORGANIZATION MANAGEMENT (IOM)

January 2022 – January 2025

SKILLS

- + Extremely proficient in Adobe Creative Suite, especially InDesign, Illustrator, Photoshop & Acrobat Pro; Microsoft Office; Basecamp; Buffer
- + Very comfortable with copywriting & proofreading
- + Skilled photographer

VOLUNTEER WORK

AIGA INDIANAPOLIS ▪ COMMUNICATIONS DIRECTOR

January 2023 – December 2024

- + Directed communications strategy and managed organizational social media accounts, increasing engagement and driving event registrations.
- + Planned and executed AIGA Indy's Maker Mindset: A Community Letterpress Event from concept to delivery, including coordinating partnership with University of Indianapolis, promotion and onsite logistics.

INTERCOLLEGIATE YMCA ▪ ADVISORY BOARD MEMBER

July 2017 – December 2019

- + Provided strategic guidance on programs supporting college students' personal and professional growth.
- + Supported the planning and execution of fundraising events.

RECOGNITION

- + Part of team to receive 2019 Indiana Society of Association Executives Innovative Communications Program STAR Award for content strategy
- + Part of team to receive 2018 Indiana Society of Association Executives Golden Shoestring STAR Award for e-newsletters
- + Intercollegiate YMCA 2018 Volunteer of the Year

To see full employment history, please visit
www.KatieKirkton.com/resume