

# KATIE KIRKTON

Creative Director / Design Leader / Brand & Communications Strategy

## EXPERIENCE

### CREATIVE DIRECTOR

Indiana CPA Society ▪ July 2023 – Present

- + Direct brand, content and communications strategy across all platforms, including website, social media, digital advertising and campaigns.
- + Lead the Communications team and manages external agencies, freelancers and vendors to execute Society-wide initiatives and advance strategic plan priorities.
- + Oversee Connect magazine as managing editor, guiding content development and design.
- + Use digital analytics to optimize content frequency, timing and performance.
- + Manage Communications department budget.

### CREATIVE MANAGER

Indiana CPA Society ▪ March 2018 – July 2023

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

### GRAPHIC DESIGNER

Indiana CPA Society ▪ July 2017 – March 2018

- + Led the Society's rebrand: designed a new logo, updated the brand guidelines and incorporated a new tagline.
- + Designed print and digital materials for the Society, including magazine, e-newsletters, website graphics, ads and event signage.

### DIRECTOR OF MARKETING & MEMBER COMMUNICATIONS

Raybourn Group International ▪ July 2014 – July 2017

- + Led all marketing, design, branding and communications for the Indiana Society of Association Executives (ISAE).
- + Managed digital marketing, including email campaigns, website and app content, and the blog/editorial calendar.
- + Supervised staff and volunteers supporting marketing and membership initiatives.
- + Advanced strategic plan priorities.

## EDUCATION

### B.F.A., VISUAL COMMUNICATION DESIGN, ART HISTORY MINOR

University of Indianapolis ▪ August 2004 – May 2008

- + Summa Cum Laude

### INSTITUTE OF ORGANIZATION MANAGEMENT (IOM) DESIGNATION

U.S. Chamber of Commerce ▪ January 2022 – 2025

- + 96 hours of nonprofit and association management education

## SKILLS

**CREATIVE & DESIGN:** Art & Creative Direction; Adobe CC (InDesign, Illustrator, Photoshop, Acrobat Pro), Photography

**MARKETING & COMMUNICATIONS:** Copywriting, Proofreading, Social Strategy, Content Development

**TOOLS:** Microsoft Office 365, Copilot, ChatGPT, Basecamp, Buffer

**LEADERSHIP:** Communications Team Management, Vendor Management, Strategic Planning

## RECOGNITION

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

**MARKETING GRAPHIC DESIGNER**

MDwise ▪ February 2010 – July 2014

- + Designed print and web materials for health care marketing promotions, school programs, advertisements, events and corporate communications while ensuring brand consistency.
- + Worked directly with print vendors; prepared and sent press-ready files; managed print materials budget.
- + Oversaw art direction for other designers, freelancers and interns.

**GRAPHIC DESIGNER**

Ponce Publicidad ▪ February 2008 – June 2009

- + Designed print materials and web assets for client campaigns and events.

**MARKETING GRAPHIC DESIGN INTERN**

The Children's Museum of Indianapolis ▪ May – August 2007

- + Designed and printed materials for external museum promotions and internal communications.

**COMMUNICATIONS DIRECTOR**

AIGA Indianapolis ▪ January 2023 – December 2024

- + Led communications strategy and managed social media, increasing engagement and event registrations.
- + Planned and executed Maker Mindset event, coordinating University of Indianapolis partnership, promotion and onsite logistics.

**ADVISORY BOARD MEMBER**

Intercollegiate YMCA ▪ July 2017 – December 2019

- + Provided strategic guidance on programs supporting college students.
- + Supported planning and execution of fundraising events.