

# KATIE KIRKTON

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## EXPERIENCE

### INDIANA CPA SOCIETY ▪ CREATIVE DIRECTOR

*July 2023 – Present*

- + Directs and oversees all marketing and branding projects for the Communications department; manages the Society's brand across all platforms
- + Works on content strategy development and leads implementation with Communications team
- + 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
- + Serves as managing editor of Connect magazine, leads content and design development, and writes articles
- + Leads outside marketing teams and consultants in development and execution of content strategy based on the Society's strategic objectives
- + Manages relationships with printers and freelancers
- + Uses data from the Society's digital communication stats to determine frequency, timing, automation, dynamic content and changes as needed
- + Prepares and maintains the printing and postage budgets
- + Provides creative direction for videos and directs photography and videography at events to align with creative strategy

### INDIANA CPA SOCIETY ▪ CREATIVE MANAGER

*March 2018 – July 2023*

- + Oversaw the planning, content preparation, design and production of all print and electronic materials and managed the Society's brand
- + Managed graphic designer and communications coordinator
- + Managed all Communications department project deadlines

### INDIANA CPA SOCIETY ▪ GRAPHIC DESIGNER

*July 2017 – March 2018*

- + 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 trinket 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
- + Updated and maintained social networking sites
- + Managed ISAE volunteers as staff liaison for volunteer committees
- + Worked with Board of Directors to execute strategic plan
- + Supervised administrative assistant, interns and vendors

*To see full employment history, please visit [KatieKirkton.com/Resume](http://KatieKirkton.com/Resume)*

## EDUCATION

### UNIVERSITY OF INDIANAPOLIS

*August 2004 – May 2008*

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

## SKILLS

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

## 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