

KATIE COLLINS

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PROFILE

- Fifteen years of marketing, design and event experience
- Solicit and cultivate relationships with clients, sponsors, corporate sales contacts, vendors, and donors
- Multi-tasker with strong creative thinking, communication, writing and management skills
- Develop effective and unique branding and marketing strategies, inspired by creative interchange with colleagues
- Graphic designer; produce promotional materials from design concept to completion
- Team-player dedicated to fostering a working environment that encourages collaboration and performance

PROFESSIONAL EXPERIENCE

KATIE COLLINS CREATIVE

Freelance Marketing Manager and Graphic Designer, 2007-Present

- Work closely with clients to conceptualize and develop marketing/advertising campaigns that adhere to brand guidelines and target sales objectives. Design all artwork necessary to implement and propel the campaigns.
- Branding: Design complete identity systems and refresh corporate brands through modernizing and solidifying artwork transferable to all external communications collateral.
- Develop and edit copy for press releases, media listings, advertisements, promotional materials, web sites, eblasts, and newsletters. Catalogue and maintain image libraries; compose photo shoots.
- Print designer versed in pre-press file management. Create brochures, annual reports, invitations, advertisements, books, promotional materials, packaging, mailers, and signage. Specialize in non-profit event branding.
- Web site and social media administration with timely updates of imagery and copy.
- Analyze, manage and adjust advertising budgets according to company growth objectives.

Primary Clients

Conanicut Marine | Manuka Event Management | Volvo Ocean Race | Hood Sailmakers | Rose Island Lighthouse Foundation
Blue Rocks Catering | Jamestown Arts Center | Bridge to Fitness | Jamestown Newport Ferry | US SAILING

NEWPORT SHIPYARD

Marketing Manager, 2005-2006

- Generated and oversaw all external communications, print and on line. Maintained the web site by regularly updating with fresh content, and formed new ideas for interactive engagement with the customer base.
- Solidified the branding for the company through the creation of style sheets and an identity system, development of a signage plan for the premises, and revisions to the web site, stationary, and promotional items. Created a sister brand for a new on-site restaurant and designed the menu.
- Project manager and primary liaison to sponsors for all promotions and events including a multi-day Peroni promotion (100 guests daily) and the Gosling's party for the Centennial Newport-Bermuda race (1,500 guests).
- Developed and implemented policy, procedures, and a rate structure for special events held on the premises.
- Created and managed the advertising budget; researched and analyzed publications and reported to the President. Designed all advertisements and delivered art in a timely manner, regularly refreshed content and imagery.
- Purchased and inventoried all branded clothing for the Ship's Store; managed store displays and appearance.

SAIL NEWPORT

Events & Membership Manager, 1999-2005

- Managed all events, from 40 guests to 800, including fund-raisers, regatta socials, seminars, and luncheons. Responsible for 10+ events annually.
- Solicited sponsorships and donations to underwrite event costs. Primary point-person with event sponsors preceding and during events, maintained positive sponsor relations post-event to foster longevity.
- Chairperson for special event committees; recruited, managed, and motivated volunteers. Created agendas, generated minutes, and ensured follow-through of action items. Communicated goals and progress directly to the Board of Directors.
- Formulated and maintained event budgets that met and exceeded fund-raising goals. Increased revenue of annual spring fund-raiser by 5% - 7% annually.
- Generated innovative event concepts and incorporated thematic design elements from event conception to completion.
- Designed, edited and directed the production of all marketing materials including newsletters, annual reports, event invitations, brochures, rack cards and advertisements. Drafted and edited copy.
- Collaborated with the Executive Director and Trustees to develop and implement growth programs for the organization's individual, family and corporate membership base. Organized membership renewals, conducted outreach drives, and researched and established incentive programs. Managed the membership database and mailing lists; coordinated all mailings.

COMMUNITY LEADERSHIP

JAMESTOWN ARTS CENTER

Board of Directors, 2010 - 2015, Advisory Board of Directors - 2016

- Strategic Planning Committee: collaborated to solidify the mission, cultivate the Strategic Plan and secure the By-Laws
- Development Committee: BOD point person for all fundraisers, chairperson of two; branded special events and designed print collateral. Cultivated the membership program and delineated member benefits.
- Personnel Committee: Interviewed and reviewed candidates for the Marketing & Communications Director position.
- Branding: Spearheaded the branding development project. Developed the logo, color palate, templates for all print external communications, and worked with a committee to design the website.

SAIL NEWPORT

Special Events Committee Member, 2005-present

SAVE THE BAY

Development Intern, 1992-3 & 1996-7

EDUCATION

UNIVERSITY OF NEW HAMPSHIRE

BA, English 1996

UNIVERSITY OF RHODE ISLAND

BA, Elementary Education/Teaching Certificate, 1998

RHODE ISLAND SCHOOL OF DESIGN

Print Publication Design Continuing Education Program, 2004-2008

SKILLS & INTERESTS

Adobe Creative Suite: InDesign, Photoshop, Illustrator & Acrobat; Wordpress, MS Office & Excel

Cerified SPIN and fitness instructor at PULSE Newport

Sailing, yoga, running, skiing, hiking, and biking; art, literature and entertaining