KATIE COLLINS

Newport, RI | 401.864.8459 | katie@katiecollinscreative.com

Portfolio of work: www.katiecollinscreative.com

Creative Services | Brand Development | Integrated Marketing

Marketing and creative professional with more than 25 years of experience developing distinctive brands, integrated campaigns, and compelling visual communications. Combines strategic thinking with hands-on creative execution, strong writing skills, and collaborative leadership. Experienced in managing marketing initiatives, budgets, creative partners, and events, with a thoughtful approach to brand presentation and customer experience.

PROFESSIONAL EXPERIENCE

Katie Collins Creative | Graphic Designer & Marketing Manager | 2007-Present

- Lead creative development from initial client discovery and concept evolution through design and production. Deliver compelling and engaging visual content that is both beautiful and functional.
- Develop cross-platform marketing campaigns and timelines that adhere to brand guidelines and target sales objectives.
- Develop comprehensive brand identity systems and cohesive creative assets for print, web, social media, and event environments. Collaborate with clients, vendors, and creative partners to deliver projects on time and within budget.
- Design advertisements, annual reports, invitations, event programs, promotional materials, instructional booklets, signage, packaging and other collateral; prepare production-ready files while managing specifications, schedules, and print deadlines.
- Develop website page layouts and visual direction; oversee subcontracted web designers to maintain consistency with established brands.
- Write and edit copy for websites, e-blasts, newsletters, media materials and campaigns.
- Coordinate photography and targeted photo shoots; maintain digital content and image libraries.
- Integrated event branding: developed and executed comprehensive visual identities for recurring nonprofit fundraising campaigns, including Sail Newport's *Endless Summer* and *Wind & Water* galas, Star Kids' *Derby 2026*, and Jamestown Arts Center's *Bombay Bash.* Extended creative concepts across print and digital marketing, invitations, programs, signage, and event environments, maintaining brand consistency from concept through production.
- Collaborate with marketing directors to develop social media campaign timelines and coordinated promotional strategies for fundraising events, aligning messaging, creative assets, and communications with key event milestones.

Primary Clients

Sailing Hall of Fame | International Tennis Hall of Fame | Manuka Event Management | Volvo Ocean Race | Hood Sailmakers | IYRS US SAILING | Conanicut Marine | Jamestown Arts Center | Bridge to Fitness | Sail Newport | Star Kids

Newport Shipyard | Marketing Manager | 2005-2007

- Directed external communications and advertising across print and digital channels; managed website content and visual updates to improve the customer experience.
- Strengthened the company's visual identity and brand consistency across its website, site-wide signage, promotional materials, and external communications.
- Created a sister-brand logo and visual identity system for a new on-site restaurant, including coordinated menus and advertising materials.
- Managed sponsor relationships and all event promotions, including a Centennial Newport-Bermuda race celebration for approximately 1,500 guests; developed and implemented policy, procedures, and a rate structure for special events held on the premises.
- Managed the advertising budget, developed advertising plans, reported results to the President, and designed and refreshed campaign creative.
- Designed, purchased and inventoried all branded clothing for the Ship's Store; managed store displays and appearance.

Sail Newport | Events & Membership Manager | 1999-2005

- Managed more than 10 annual fundraisers, regatta socials, seminars, and membership events for 40-800 guests, overseeing planning, creative themes, and execution. Generated innovative event concepts, incorporated thematic design elements from event conception to completion. Directed committees, employees and volunteers.
- Chairperson for special event committees, recruited, managed, and motivated volunteers, tracked action items and reported progress to the Board of Directors.
- Managed event budgets and secured sponsorships and donations; increased revenue from the annual spring fundraiser by 5–7% annually.
- Designed, edited and directed the production of on-brand marketing materials including newsletters, annual reports, event invitations, brochures, rack cards and advertisements. Drafted and edited copy.
- Collaborated with the Executive Director and trustees on membership growth, renewals, corporate outreach and incentives; managed membership communications and database.

BOARD LEADERSHIP & COMMUNITY INVOLVEMENT

Jamestown Arts Center | Founding Board Member, 2010-2015, Advisory Board, 2016

- Spearheaded the organization's original visual identity, including its logo, color palette, and print templates. Served on strategic planning, development, and personnel committees, supporting organizational growth, fundraising, membership initiatives, and hiring.

Sail Newport | Advisory Board, Events Committee Chair

- Lead event committee planning and creative direction for member events and the annual fundraiser, reporting to the Board of Directors. Develop event identities and coordinate print, digital, and on-site materials from initial concept through execution. Collaborate with staff, board members, volunteers, and vendors to achieve organizational goals.

Star Kids | Gala Committee Member, 2022-present

- Provide creative direction and graphic design for annual fundraising galas, collaborating with committee members and staff to develop cohesive event identities and supporting marketing materials.

IYRS | Gala Committee, 2010-2020 | New York Yacht Club, Member

EDUCATION

University of New Hampshire, BA, English, 1996

University of Rhode Island, BA, Elementary Education, 1998

Rhode Island School of Design, Print Publication & Design Continuing Ed. Program, 2004-2008

TECHNICAL SKILLS

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Lightroom & Acrobat

Brand Identity Systems | Print Production and Prepress | Integrated Marketing and Event Collateral