



carington creative

KATHERINE ROBERTS | MARKETING EXECUTIVE

CONTACT	EXPERIENCE
<p>E: katherine@caringtoncreative.com</p> <p>W: https://www.caringtoncreative.com</p>	<p style="text-align: center;">FOUNDER</p> <p style="text-align: center;">CARINGTON CREATIVE JANUARY 2022 – PRESENT</p> <p>Chief storyteller, representing clients in arts and culture, film, food and the non-profit sector.</p> <p>Emmy ® nominated marketing and communications strategist, public relations professional, writer, video and television producer and proven fundraiser.</p>
<p style="text-align: center;">EDUCATION</p> <p style="text-align: center;">BACHELOR OF JOURNALISM</p> <p style="text-align: center;">Emphasis in Television Broadcasting <i>University of Missouri</i></p>	<p style="text-align: center;">DIRECTOR OF MARKETING & COMMUNICATIONS</p> <p style="text-align: center;">ANDERSON RANCH ARTS CENTER JANUARY 2018 - JUNE 2022</p> <p>Oversee all marketing and communications for highly successful nonprofit in the arts sector. Strategist, storyteller, copywriter, media liaison and department leader. Manage a team of four, built entirely during my tenure.</p> <p>Maintain relationships with high net worth donors, journalists, on-air talent and high-profile artists and art collectors. Engage with print and broadcast media, direct all marketing initiatives across the organization from printed collateral and board presentations through digital and social media.</p> <p>Collaborate with designers and developers to build marketing-savvy websites, email campaigns and collateral print materials. Also adept at assembling elements for media kits, spearheading online initiatives, marketing high-value fundraising events (including a record-breaking fundraiser in 2019) and coordinating public relations stunts. Particularly skilled at producing video content.</p> <p>Secured press coverage in <i>The New York Times</i>, <i>The Wall Street Journal</i>, <i>Architectural Digest</i>, <i>Elle</i>, <i>Cultured</i>, <i>Art in America</i>, <i>Travel & Leisure</i>, <i>Page Six</i>, <i>5280 Home</i>, NPR, KCNC-TV and Rocky Mountain PBS, in addition to continuous coverage in local, regional and international press. Grew social media presence by more than 9,000 followers across multiple channels.</p>



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S K I L L S	E X P E R I E N C E
<p>Extraordinarily driven marketing executive specializing in team leadership, marketing strategy, project management, public relations, storytelling, branding, video production and copywriting.</p> <p>Organized, motivated and enthusiastic; constantly conceive and execute creative marketing plans under extremely tight deadlines.</p> <p>Appears regularly on broadcast television, radio and during live speaking events. Telly Award winner, BMA Colorado Gold winner.</p> <p>Extensive media contacts, with inside knowledge of television broadcasting. This expertise can be applied to marketing a nearly limitless array of products, brands and services.</p>	<p>DIRECTOR OF VIDEO PRODUCTION</p> <p>CARBON8 SEPTEMBER 2015 – JANUARY 2018</p> <p>Changed business model of employer; promoted to newly-created position and founded Video Department. Singularly responsible for managing all creative direction, client interaction, contract workers and business development.</p> <p>Secured largest contract in company history; 26 videos for a multi-milliondollar Fortune 500 client. Personally responsible for 33% of overall company profits in 2016. Managed entire 10-month project from start to finish including travel to six countries, 15 cities and three continents as well as camera crews and interviews with more than 100 documentary video subjects.</p> <p>ACCOUNT MANAGER & VIDEO PRODUCER</p> <p>CARBON8 FEBRUARY 2013 – SEPTEMBER 2015</p> <p>Managed accounts for clients ranging from start-ups to Fortune 1000 companies. Responsible for providing branding consultation, managing aggressive timelines, budgets and a large group of designers, UX experts, and developers in the U.S. and Asia.</p> <p>Promoted to Director after a string of successful video projects received local and national attention.</p> <p>Worked on many projects in the digital space; websites, microsites, videos, iPhone/iPad applications, social media campaigns, email campaigns, animations and interactive games. Beyond digital, projects also include photography projects and print marketing collateral.</p>
K N O W L E D G E	
<ul style="list-style-type: none">• Microsoft Word, PowerPoint, Excel• Adobe Acrobat, Premiere• Mailchimp• Blackbaud Raiser's Edge• Wordpress, Joomla, Squarespace	<p>MANAGER, AFFILIATE MARKETING</p> <p>FOX BROADCASTING COMPANY SEPTEMBER 2008 – FEBRUARY 2013</p> <p>Represented department on company-wide marketing teams for hit shows "Glee," "House" and the network's most successful Fall premiere, "New Girl," as well as all Gordon Ramsay properties and upcoming pilots.</p> <p>Launched "New Girl" in Fall 2011 and "The New FOX Tuesday" for network's Fall Launch 2012; personally organized screening events, publicity mailers and on-air stunts, which received promotion on more than 100 TV and radio stations around the country.</p> <p>Managed more than 50 FOX television affiliates; ensured local marketing efforts aligned with network initiatives.</p> <p>Featured speaker during nationwide FOX tour; offered Marketing Best Practices to hundreds of affiliate employees in five cities across the country.</p>



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PHILANTHROPY

ELECTED BOARD MEMBER, ASPEN FILM

JULY 2021 – JUNE 2022

Fundraising and Governance
Committee representative.

AMBASSADOR, ASPEN FILM SEPTEMBER 2018 - JULY 2021

Represent Aspen Film as part of a
select group of film aficionados,
assist with ticket sales and promotion
of key events and film festivals.

ELECTED BOARD MEMBER, COLORADO FILM & VIDEO ASSOCIATION

FEBRUARY 2017 -

JANUARY 2018

Chair, Marketing and
Communications committee.

PET THERAPY VOLUNTEER, EXEMPLA LUTHERAN MEDICAL CENTER

DECEMBER 2013 -

JANUARY 2018

Member of highly selective Pet
Therapy Program, visited hospital
patients and staff at least twice a
month with my dog.

WRITING TUTOR, 826 VALENCIA

SEPTEMBER 2006 –

DECEMBER 2008

Once a week, helped children ages
6-18 write, edit and publish a
monthly newspaper. Led journalism
lesson plans and assisted on story
selection, interviews and layout.
Founded similar program at
826 LA West in 2009.

EXPERIENCE

PROMOTION WRITER / PRODUCER

KTVU-TV | SEPTEMBER 2005 – DECEMBER 2008

Produced both days and evening on-air commercials for all nighttime newscasts
as well as Emmy-nominated series and image promotion spots, syndicated
campaigns and sales promotions; managed all aspects of production.

Managed external public relations projects such as large-scale station events,
magazine photo shoots and radio press tours.

TOPICAL WRITER / PRODUCER

WBZ-TV | JUNE 2004 – SEPTEMBER 2005

Produced all on-air commercials, writing all copy multiple times daily;
organized talent, field and studio crews, editors and designers and wrote
and produced series, proof of performance on-air commercials and news
pieces as needed.

Assisted on film shoots for various image campaigns.

TOPICAL WRITER / PREDITOR

WTAE-TV | APRIL 2001 – JUNE 2004

Worked with news team and voice talent every day; created compelling on-air
commercials and opens for newscasts.

Managed department each evening. Dealt with breaking news as it related
to on-air promotion, updated log changes and changes in web copy
and promotion.

TOPICAL WRITER / PRODUCER

WKOW-TV | MAY 2000 – APRIL 2001

Wrote, shot and edited promotional spots for evening newscasts, special series
pieces and public service announcements.

Managed department twice a week. Made Sweeps story selections, developed
image campaigns, coordinated spot placement, log changes and organized
talent appearances for station events.