

# KATIE BAILEY

Marketing & Communications in Raleigh, N.C.

## SUMMARY

Passionate communications professional with nine years experience working adeptly on projects of all sizes. A utility player with a hunger for innovative, driven culture. Able to take the seed of an idea and deliver a fully realized product, plan or story on brand and on deadline, every time.

## KEY SKILLS

### Communications -

Marketing, Campaign Development, ROI, Brand Management, Writing, Editing, Storytelling, PR, Social Media, Winning Others Over

### Behind the Scenes -

Project Management, Deadlines, Strategy, Ideation, Collaboration, Budgets, Accounting, Event Planning, Team-Building

### Creative -

Adobe Suite, Canva, Photography, Videography, Production, Graphics, Content Creation/Management

### Office Basics -

Microsoft Office, Google Business, Basecamp, Slack, Asana, Wordpress, Salesforce, Google Analytics, Sprout Social, Hootsuite

## EDUCATION

### The University of North Carolina at Chapel Hill

*Bachelor of Arts*

Global Studies; Journalism and Mass Communication

## CONTACT

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## PROFESSIONAL EXPERIENCE

### BRAND COMMUNICATIONS MANAGER

Biomason, *March 2021 - Present*

#### Notable work

- Lead all marketing, communications and brand management for rapidly growing biotech startup
- Deliver media placements—40+ so far including features in Forbes, Bloomberg and NY Mag; write and distribute monthly press releases and announcements; represent Biomason in all correspondence to media, stakeholders, partners and the general public
- Champion and spearhead continuous evolution of Biomason messaging, resulting in 400% digital audience increase and 45% engagement increase
- Serve leadership team in vision planning—implementing KPIs to bring the future of biocement technology into broader understanding and awareness

### DIRECTOR OF MARKETING & COMMUNICATIONS

Downtown Raleigh Alliance, *July 2019 - May 2020*

#### Notable work

- Developed 15+ strategic plans/initiatives, resulting in: year-over-year growth in attendance to DRA programs; 20% growth of DRA's nine social media accounts; 50+ news stories related to DRA; and overall increased understanding in DRA's brand and work to advance Downtown Raleigh as a vital destination and engaging space for everyone
- Spearheaded COVID-19 response: published guidelines adopted by 30+ placemaking associations in US/Canada; built strategic processes for digital outreach with info for dining, shopping, virtual experiences, business resources and community support
- Established new framework for State of Downtown event, including marketing strategy, writing 10 speeches, producing three video stories and creating full Run of Show, generating a 60% increase in attendance
- Represented DRA on partnership committees and advisory groups

### CREATIVE DIRECTOR

Brian Hamilton Foundation, *October 2018 - June 2019*

#### Notable work

- Directed creation of all visual content and branding for BHF and entity websites; wrote brand guidelines and established start-up's voice; produced and edited art for 40+ pages of online material on three websites and corresponding social media accounts, increasing online presence by 200%
- Produced and directed 10-hour digital entrepreneurship course (Starter U) featuring 20 speakers and 40+ hours of content on tight deadline; launched to all 50 states within first six months

### VISUAL JOURNALIST, MARKETING CONSULTANT, PINCH HITTER

Various, *June 2013 - October 2018; May 2020 - March 2021*

#### Notable work

- Managed team of two staff and 15+ freelance photographers for daily and long-term photojournalism assignments (*Asheville Citizen-Times, 2014-2015*)
- Re-established Mid-Atlantic Marketing Outreach Route, visiting 75+ schools for student travel company and delivering thousands of leads to inside sales team; led 10 international high school trips (*Rustic Pathways, 2015-2018*)
- Developed new branding, website and social media management platforms for Shepherd's Way Farms (*Katie Bailey Creative, 2020-2021*)