

Kate G. O'Brien

7336 SE 20TH AVENUE, PORTLAND, OR 97202
TEL 406-250-2106

kate@understorycreative.com

PROFILE

A skilled organizational capacity builder with a diverse professional background in marketing, graphic/web design, communications and business administration. A team player, problem-solver, networker and community cheerleader with an infectious positive attitude and a passion for people, plants, technology, sustainability and local food. <http://about.me/kateobrien>

EXPERIENCE

UNDERSTORY CREATIVE - WHITEFISH, MT & NESKOWIN, OR 2007-2012

Owner / Business & Sustainability Consultant

Business consulting, marketing, web design and whole systems organization for small, sustainable businesses and non-profits.

BACKYARD FLOWERS - WHITEFISH, MT 2003-2004

Owner

Sustainably grew 2,000+ plants/year from seed, cuttings and root divisions for use in cut flower bouquets that were sold at local health food stores and farmers markets.

LANDSHARK SYSTEMS INC. - WHITEFISH, MT 2000-2002

Senior Partner / Researcher / Office Manager / Web Marketing

Landshark is a web-based recruiting firm focusing on permanent placement of senior-level sales and marketing professionals within the high tech industry nationwide.

- Managed all aspects of corporate administration, sales support, bookkeeping, AP/AR, taxes, marketing, budgeting and general computer network administration.
- Researched job candidates, technology trends and high-tech company information depending on the needs of the sales team.

SNOWDOG WEB DEVELOPMENT INC. - WHITEFISH, MT 1999-2000

Creative Director / Production Manager

- Worked with clients to help them to develop and communicate their image online.
- Acted as the in-house voice of the client; acquiring all necessary graphics, copy and technical specifications for the project and communicating client needs to the design team.
- Web page layout, concept and design.
- Time management and production scheduling.
- Company marketing and image development.

GREAT NORTHERN BREWING - WHITEFISH, MT 1995-1999

Office Manager / Advertising / Marketing Director

- Customer service, bookkeeping, sales support, network administration and "traffic control".
- Advertising, brand management, graphic design, corporate image development, public relations, web administration, copywriting, promotions, marketing and event planning.
- Brewing Assistant, flavor development and Quality Control. Certified in the sensory evaluation of beer. Judge in several state-wide brewing competitions.
- Production support (bottling, brewing, etc).

«First» «Last»

7336 SE 20TH AVENUE, PORTLAND, OR 97202
TEL 406-250-2106

kate@understorycreative.com

ACHIEVEMENTS/ASSOCIATIONS

- Board of Directors, Food Roots NW 2011-present
- Board of Directors, Alternative Energy Resources Organization 2008-2010(www.aeromt.org).
- Break-out session presenter at the 2012 World Domination Summit (worlddominationsummit.com)
- Co-Presenter at 2009 Midwest Renewable Energy Fair (Women in Permaculture)
- Community outreach and fundraising as a charter member of grass-roots farm advocacy group, FarmHands (www.whoisyourfarmer.org).
- Co-founded a local food non-profit: Nourish the Flathead (www.nourishtheflathead.org)
- Worked with Agency on Aging and the Montana Conservation Corps to create a program that places small, accessible raised-bed food gardens at senior housing and homes.
- Worked with the Montana Food Bank Network, Flathead Valley Community College, local businesses, state agencies, volunteers and at-risk youth groups to design and construct a 30-plot community garden on the college campus.
- Master Gardener. Edible and water-wise landscape design and consulting for landowners. Presentations and continuing education classes on permaculture, green living and sustainable gardening.
- Certificate in Permaculture Design from the Permaculture Institute of Australia and Advanced Permaculture Design from Midwest Permaculture.
- Writing and web design work featured in Communications Arts Magazine and the book, "Photography: creating effective graphic design with photography".

SKILLS

- | | |
|--|--|
| • Community Organization | • Web & Print Design (Adobe Creative Suite, Wordpress) |
| • Event Planning | • Marketing & Communications Strategy |
| • Public Speaking | • Promotion |
| • Fundraising | • Copywriting |
| | • Public Relations |
| • Business Administration, Planning & Strategy | |
| • Bookkeeping & Budgeting (Excel, Quickbooks) | • Garden Design and Installation |
| • Non-Profit Development | • Plant Propagation & Cultivation |
| • Internet Research | • Teaching & Skill-building |

REFERRALS

Shareen Springer, Executive Director, Center for Restorative Youth Justice, 406-270-6402

Peter Kobelt, Director, Sales & Business Development, Montana Sustainable Systems, 406-314-5086

Nichole Lesage Owner, My Girl Friday Events, 541-992-6734