



Kathleen Monahan

Bremerton, Washington

www.KathleenMonahan.info

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PROFESSIONAL SUMMARY

- Over 20 years of experience in Marketing Communications, with a strong visual sense with the ability to successfully translate marketing ideas and design concepts across all organizational levels
- An organized and detail-oriented Executive / Sales Assistant with over 15 years providing administrative support to senior executives and sales teams
- High level communicator, verbal and written—web copy, social content, brochures, newsletters, blogs and press releases

SKILLS

- Project Development / Management
- Public / Press Relations
- Social Media Marketing
- Develop /Manage Budgets
- Develop/design promotional & advertising materials
- Design Production Schedules /Charts
- Event and Trade Show Coordination
- Manage all aspects of an office and administration
- Executive / Sales Support
- Product Launch Strategies
- Vendor Sales & Negotiation
- Creative Marketing Strategies

COMPUTER PROFICIENCIES

•ADOBE CREATIVE SUITE
*Photoshop; Illustrator; InDesign;
Dreamweaver; Muse; Fireworks*

•MICROSOFT
*Word; Excel; PowerPoint;
Publisher; Outlook; Access*

•OTHER
*Quickbooks;
FilemakerPro*

•DIGITAL
*Constant Contact
Social Media*

EMPLOYMENT HISTORY

Director of Marketing RPD Ltd. | Edifier, Bainbridge Island, WA 2011-2015

- Formulate, direct and coordinate marketing activities and policies in the US and Canada
- Manage Public Relations and Press throughout the US and Canada
- Oversee external partners in the development of brand website and digital initiatives (i.e. Social Media)
- E Commerce Management (set up and management of 3rd party E Commerce platforms)
- Manage brand website for US including directly updating product, promotions, graphics
- Create and edit material including marketing collateral, print and video story board / direction
- Vendor sales and negotiation with retailers including Amazon, Costco and Target

Financial Manager/Trust Officer Washington Trustee, Bainbridge Island WA 2010-2011

- Coordinate fiduciary income tax processing and prepare administrative and investment reviews for 50+ Trust accounts
- Prepare annual administrative and investment reviews for all client accounts
- Review and coordinate client discretionary requests, account receipts, disbursement and transfer requests
- Reconcile all client bank and investment accounts monthly
- Manage all aspects of the office and it's administration
- Forensic accounting during the termination period of the business (Washington Trustee)

Marketing/Promotion KDM Promotion, Bainbridge Island, WA 1996-2010

- As Sole-Proprietor, worked directly with numerous recording labels, artists and radio stations globally promoting their music
- Secured airplay for client releases throughout the traditional radio, Internet, Syndicated New Age/World and Jazz Music genres
- Successful at creating awareness throughout retail music outlets, consumer and trade publications

ADDITIONAL EMPLOYMENT HISTORY

Vice President Marketing & Sales	Noteworthy Records, Seattle, WA	1994-1996
Director of Media Promotion	Miramar Productions, Seattle, WA	1992-1994

PROFESSIONAL REFERENCES

Kirk Andreasen* Owner / RPD Ltd. Andreasen Enterprises Bainbridge Island, Washington Kirk@rpdlltd.com 206.780.9623	Terry Morgan* Owner / Modern Enterprises Seattle, Washington Modern2@mindspring.com 206.417.0777	Brian Metcalf* CEO / Green Room Social Miami, Florida Brian@greenroomsocial.com 305.347.1787
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*Please view / download letters of recommendation here: www.KathleenMonahan.info

Thank you for your consideration.