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# KATHERINE FLEMING

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## PROFESSIONAL SUMMARY

Self-motivated communications strategist, talented at public speaking, data interpretation, and project management. Skilled in establishing rapport with clients. Offers extensive experience in professional sales, marketing outreach and event planning.

## WORK EXPERIENCE

### MARKETING EXECUTIVE, MADWIRE MEDIA; FORT COLLINS, CO — JANUARY 2018 - PRESENT

- Oversaw the marketing efforts of over a dozen small businesses by drafting strategy, writing content, split testing campaigns and managing campaign budget.
- Reported on KPI performance data to the client and made campaign optimization recommendations based on said data.
- Consistently met or exceeded monthly sales goals by making advertising budget recommendations to clients.

### SALES CONSULTANT, TYNAN'S NISSAN; FORT COLLINS, CO — AUGUST 2017 - DECEMBER 2017

- Consistently exceeded monthly sales quotas by more than 33% by pursuing leads and expanding the list of prospects.
- Consulted with clients before, during, and after contract signings to resolve problems and provide ongoing support.
- Responded to all customer inquiries thoroughly and professionally.

### SALES AND CUSTOMER SERVICE REPRESENTATIVE, RECYCLED CYCLES; FORT COLLINS, CO — APRIL 2017 - AUGUST 2017

- Greeted customers in a timely fashion, while quickly determining their needs.
- Placed special merchandise orders for customers.
- Answered customer questions about product availability and shipment times.

### FREELANCE MARKETING CONSULTANT, SANDOVAL & SANDOVAL LLC; DENVER, CO — NOVEMBER 2016 - FEBRUARY 2017

- Wrote an average of four press releases and media advisories each month for event announcements and public relations efforts.
- Proofed and approved the production and printing of promotional materials.

- Cultivated and managed relationships with key clients, vendors, and community partners.

EVENTS AND MARKETING FIELD MANAGER, CIRULI ASSOCIATES;  
DENVER, CO — JULY 2016 - NOVEMBER 2016

- Worked closely with clients to identify their needs and provide solutions-oriented campaign themes.
- Met project deadlines, monitored each project through to completion and presented weekly project reports to the overseeing board.
- Interviewed, hired, and oversaw a team of four individuals.

CATERING MANAGER, MAD GREENS; FORT COLLINS, CO — MAY 2013 -  
JUNE 2016

- Clearly and promptly communicated pertinent information to staff, such as large orders or last-minute menu changes.
- Prepared for and implemented various procedural changes.
- Promoted a positive atmosphere and went above and beyond to guarantee each customer received exceptional service.

**EDUCATION**

UNIVERSITY OF DENVER — WEB DEVELOPMENT PROGRAM, PRESENT  
COLORADO STATE UNIVERSITY, FORT COLLINS, CO — POLITICAL  
SCIENCE AND COMMUNICATION STUDIES, 2016

**SKILLS**

- |                              |                               |
|------------------------------|-------------------------------|
| • JavaScript                 | • Grant Writing               |
| • Public Speaking            | • Project Management          |
| • Event Planning             | • HTML/CSS                    |
| • Google AdWords             | • Data Interpretation         |
| • CRM Management             | • Account Management          |
| • Fundraising                | • WordPress Site Optimization |
| • Search Engine Optimization | • Email Marketing             |