

KATIE BRITT | PCED

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/katie-britt-designer/



@katiediddesignz

Results-focused Marketing & Economic Development Strategist with significant experience that spans over two decades. Recognized as a strong leader and trusted advisor who not only meets but exceeds both client and company expectations. Well-versed in planning, leading, and implementing business marketing, retention, and recruitment programs and activities. Excels at communicating with various types of people and personalities which has aided in cultivating professional relationships, diffusing situations, and having positive interactions with colleagues. Demonstrated success in directing and overseeing marketing strategies and efforts that strengthen the company's market position and achieve desired business goals. Currently seeking a position within a company that will view my skill set as beneficial and a valuable addition to their team.

SELECTED ACHIEVEMENTS:

- Awarded "Best Website" from the Association of Chamber of Commerce Executives in 2020.
- Organically grew Chamber's Social Media FB: 4K followers to 17.9K IG: 950 followers to 2345, LI: 62 followers to 1430
- Received Communication Awards from Southern Economic Development Council
- Joined Team Texas at SelectUSA, Washington D.C., in 2022
- Spoke at International Economic Development Council's Economic Future Forum in 2022

AREAS OF EXPERTISE:

Community & Economic Development Sector | Business Attraction | Social Media Management | Event Planning & Marketing | Photography/Videography | Paid Social Media Advertising | Marketing Strategist | Copywriting | Talent Development | Graphic Design | Community Outreach | Website Design, Management, and SEO | Brand Management | Media Buying | Digital Strategy | Advertising

TECHNICAL SKILLS:

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Adobe Premier Pro, After Effects, MS Office, Chambermaster, eClincher, Sprout Social, and Hootesuite Social Media Software, Social Media & Digital Platforms.

PROFESSIONAL BACKGROUND:

THE ECONOMIC DEVELOPMENT ALLIANCE FOR BRAZORIA COUNTY

V.P. OF MARKETING & ECONOMIC DEVELOPMENT (01/2023)

- Recruited as the VP of Marketing & Economic Development charged with marketing the community through networks, conferences, and social media to attract new businesses to the area.
- Designed all marketing materials, print advertising, social media posts, and prepared impactful presentations.
- Managed and maintained the database of members and prospective members.
- Created monthly newsletters and orchestrated event promotions.
- Presided over social media marketing initiatives; spearheaded marketing campaigns to propel and promote The Alliance on outlets such as Facebook, LinkedIn, and Instagram. This included photography, design, and strategic posting.
- Focused on community outreach activities developing a network within the community and creating partnerships to further the mission of The Alliance.
- Handled all event photography, quality-of-life photography, drone photography, and videography
- Web Management & SEO – Managed and maintained the existing website and optimized it for increased discoverability.

WICHITA FALLS CHAMBER OF COMMERCE

V.P. OF MARKETING (10/2018-12/2022)

- Served as a Brand Manager by delivering a high level of brand integrity and strategically designing all internal and external documents.
- In charge of purchasing ads for print advertising or digital as a media buyer
- Presided over economic development marketing efforts, creating marketing collateral for events and site visits, and preparing Community Profile Magazine monthly and Relocation Guide Magazine 2023 & 2022
- Designed all logos, marketing materials, social media posts, and more. Created Annual Reports for 2020 & 2021
- Carried out all video/photography activities, event photography, headshots, drone videography, photography and postproduction of social media videos, and scriptwriting
- Designed and maintained a robust website with WordPress and Divi Builder.
- Designed and managed a branding campaign to boost memberships and awareness.
- Managed the vendors on numerous campaigns to reach goals and deadlines.
- Established and implemented a strategy to propel and promote The Wichita Falls Chamber's social media on Facebook, LinkedIn, Instagram, and TikTok which included photography, design, and strategic posting.
- Recognized for growing their social media on Facebook: from 4,000 to 17,900, LinkedIn: from 61 to 1,430, and Instagram: from 650 to 2,345 within 4 years, organically, without paid ads

HEARING AID EXPRESS

MARKETING DIRECTOR (06/2015-10/2018)

- Media Buyer in charge of purchasing ads for 16 store locations across Texas which included Dallas Morning News, Houston Chronicle, Times Record News, and San Angelo Times; also purchased television spots in the same markets.
- Created and managed programmatic advertising, geo-fencing, Facebook advertising, and Google Ads
- Designed all logos, print advertising, marketing materials, social media posts, and more, as needed.
- Maintained WordPress website, blog writing, and search engine optimization (SEO).

DESIGNWORKS ADVERTISING AGENCY

SR. GRAPHIC DESIGNER (07/2008-07/2014)

- Award-winning Graphic Designer – Received numerous ADDY awards for work created for various clients.
- Drew characters, logos, and more, using Adobe Illustrator
- Served as a Concept Designer charged with developing strategy and marketing initiatives for clients to market their business.

PRIOR EMPLOYMENT:

KFDX – Texomashomepage.com, Promotions Department (2006-2008)

Times Record News, Creative Services (1997-2006)

PROFESSIONAL DEVELOPMENT:

- Professional Community Economic Developer “PCED” Certification, Community Development Institute
- Certificate of Completion: Economic Development Marketing & Attraction Course (2020)
- Social Media Week Conferences (2019-2021) | Digital Summit Conference (2020)
- FAA Certified Drone Pilot
- Toastmaster - Public Speaker

PHILANTHROPY & ORGANIZATIONS:

- IEDC Marketing Committee and Vice Chair (2021-Present)
- Leadership Wichita Falls Marketing Chair ('20-'22)
- Impact100 Wichita Falls Marketing Chair ('20-'22)
- Kell House Heritage Center - Board Pres. ('18-'22)
- Toastmaster ('18-'22)
- T.H.O.R. Marketing Chair ('21 & '22)
- CASA of Red River - Child Advocate ('16-'18)