

KATIE BROTHERTON

Marketing & Communications Professional

3040 17th Avenue W, Apt. 516, Seattle, WA 98119

[linkedin.com/in/katherinebrotherton](https://www.linkedin.com/in/katherinebrotherton)

katherinewrites@gmail.com

513. 252. 4769



PROFICIENCIES

- Adobe Creative Cloud:
 - > InDesign
 - > Illustrator
 - > Photoshop
 - > Premiere Pro
 - > After Effects
- Smartsheet
- WordsFlow Pro
- Microsoft Office 365
- jostle
- WordPress
- weebly
- Wix
- SiteGround
- Yoast
- Google Analytics
- Mentimeter
- MailChimp
- Constant Contact
- Pipedrive
- SurveyMonkey
- Eventbrite
- Hootsuite
- Social Media:
 - > Facebook
 - > Twitter
 - > Instagram
 - > LinkedIn
 - > YouTube
 - > vimeo
- Canon 5D Mark IV

EDUCATION



XAVIER UNIVERSITY | 2010-2012

Cincinnati, Ohio

Master of Arts in English Literature



MIAMI UNIVERSITY | 2006-2009

Oxford, Ohio

Bachelor of Arts in Creative Writing,
English Literature, Women's Studies

- > Graduated Cum Laude
- > Studied at Royal Holloway
University of London

MARKETING MANAGER

January 2024 - Present

SCOPE:

As part of Summit's leadership team, I lead the firm's marketing and communications initiatives to elevate and advance the firm's brand and market presence as a top law firm on the regional and national levels.

ACHIEVEMENTS:

During my tenure, I have secured Summit's recognition as one of Washington's Best Workplaces by the *Puget Sound Business Journal*, a leading law firm nationwide for diversity by *Law360*, and the prestigious Mansfield Rule Plus Certification for its diversity in leadership efforts. Within weeks of joining the firm, I launched the firm's [new website](#), which was named a winner in the 2024 GDUSA American Graphic Design Award competition. I also strategized, designed, and executed the firm's subscription [newsletter program](#) and annual [webinar series](#), which serve as substantial profit centers.

RESPONSIBILITIES:

- > Manage department team, projects, and workflow.
- > Strategize, develop and execute the firm's internal and external communications, advertising, and press relations.
- > Strategic stewardship of brand voice, content, and thought leadership initiatives, including newsletters and webinars.
- > Design and execute all Requests for Proposals (RFPs).
- > Design and develop all print and digital collateral, including video and web design.
- > Plan, lead, and execute the firm's internal and external events.

WRITER

May 2012 - Present

My services include content writing and editing, graphic and website design, and consulting work for small business clients.

SWIM COACH

Excel Swim Club, February 2023 - Present

Holy Names Academy, September 2024 - Present

I coach for [Excel Swim Club](#) and [Holy Names Academy](#), supporting the training and development of approximately 600+ swimmers ages five to 18. I have over 13 years of experience as an assistant and head swim coach and over 15 years of experience as a competitive swimmer.



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Seattle, Washington 98105



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VILLA ACADEMY

5001 NE 50th Street
Seattle, Washington 98105

MARKETING & COMMUNICATIONS MANAGER

August 2021 - October 2023

SCOPE:

Serving in a critical administrative role, I led and executed comprehensive brand development, marketing, and communication initiatives to advance the school's mission and strategy. I amplified community voices and elevated the school's profile in partnership with key stakeholders, including Villa's Board of Trustees, senior leadership, faculty and staff, current and prospective families, and alumni.

ACHIEVEMENTS:

I led, strategized, wrote, designed, and launched Villa Academy's [new website](#)—effectively shepherding an 18-month project while rebranding the school during a Head of School transition, new mission rollout and adoption, strategic plan, and land sale. I developed, designed, and wrote its first brand identity book, including over 100 pages detailing the school's mission-centric, student-focused programs. I initiated and developed the school's prescriptive internal communications program and planned, wrote, and managed its seven institutional newsletters, adhering to a weekly and monthly cadence. Additionally, I designed and produced social media campaigns, collaborated with and nurtured key advertising partnerships, and strategized and executed various internal and external promotion plans.

RESPONSIBILITIES:

- Created and implemented a strategic marketing plan aligned with DEIJB, enrollment, and fundraising priorities.
- Led and managed executive communications related to enrollment, community engagement, and student experience.
- Conceptualized, produced, and managed content across multimedia platforms (digital, print, video).
- Worked as a collaborative and energetic team player who identified opportunities by fostering authentic, interdepartmental relationships.
- Developed and managed the departmental budget to optimize investment in external vendors, and digital and print assets.
- Managed the school's website to ensure it delivers current, mission-aligned content.
- Worked with stakeholders to ensure all school communications and related materials were clear, informative, mission-aligned, supportive of institutional goals and priorities, and adhered to agreed-upon style guidelines.
- Collaborated with and supported Advancement and Enrollment departments in their communications effort, including publications, newsletters, and other outreach materials; oversaw and managed professional photography and videography needs to support these departments.
- In coordination with the Head of School, developed and continually adapted crisis response protocols to produce and distribute crisis communications when needed.
- Served as the school's spokesperson and media liaison.



420 SW Washington, Suite 205
Portland, Oregon 97204

ACCOUNT MANAGER

March 2021 - August 2021

I led and executed strategic marketing, public relations, and branding communications initiatives. I led teams, provided counsel, supported the firm's culture, wrote high-quality content, and was committed to integrating myself into clients' industries in order to deliver the best results.

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953 SE Maple Street
Hillsboro, Oregon 97123

VOLUNTEER COACH

May 2021 - August 2021

SENIOR ASSISTANT & PRE-SENIOR SWIM COACH

February 2020 - May 2021

I coached and supported the Hillsboro Heat Swim Team of approximately 150+ swimmers.



888 SW 5th Avenue, Suite 800
Portland, Oregon 97204

MARKETING MANAGER

June 2018 - June 2019

Reporting to both the COO and CEO, I managed the marketing department and oversaw developing and delivering a fully integrated marketing strategy for the firm. Geffen Mesher did not have an established marketing department prior to my role, and during my tenure, I established a talented and resourceful team to support the growing firm of 140+ employees and shareholders. My responsibilities included, but were not limited to:

- > Developing, managing, and executing brand voice, content strategy, and thought leadership.
- > Ensuring consistency in branding, communication, and firm representation.
- > Developing internal and external communications strategies, advertising, and press relations.
- > Developing print and digital collateral, including video and web design.
- > Planning and executing internal and external events.
- > Coaching firm leadership on brand, proposal, and pitch strategies.
- > Frequent collaboration with business development, recruitment, operations, and human resources.
- > Managing department projects and workflow.



Vancouver, Washington

MARKETING & COMMUNICATIONS MANAGER

September 2017 - June 2018

In September 2017, I joined Securus Systems as its Marketing & Communications Manager, a newly created role for the company. As such, my chief responsibilities were to build and execute the company's marketing and communications program. I custom-built the company website, which launched in October 2017. I wrote and designed the company's brand book, logos, marketing videos, newsletters, and print and digital collateral. I managed the company's social media, as well as its advertising campaigns and press relations.



121 SW Morrison, Suite 200
Portland, Oregon 97204

FINANCE PRODUCTION COORDINATOR (MARKETING)

November 2016 - July 2017

In November 2016, I was asked to return to NBS Financial Services and lead its marketing efforts. Due to SEC regulations, the term marketing was prohibited in my title, despite it being my job's primary function. I designed and executed a complete brand refresh for all communications and marketing collateral.



851 SW 6th Avenue, Suite 1200
Portland, Oregon 97204

MARKETING COORDINATOR

November 2013 - November 2016

In December 2015, NBS sold its brokerage and property management divisions to Colliers International. In the wake of the sale, I joined Colliers International in the capacity of Marketing Coordinator. I specialized in communications, media relations, social media campaign management, marketing design, advertising, website management, and event coordination.

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PUBLIC RELATIONS & MARKETING SPECIALIST

November 2013 - November 2016

In 2013, I joined Norris, Beggs & Simpson Companies (NBS), a Portland-based commercial real estate firm, in the role of Public Relations & Marketing Specialist. During my tenure, I was responsible for a variety of external and internal communications, press relations, researching and writing quarterly reports, copywriting and editing various marketing materials, and website management. I coordinated firm and industry events, as well as managed industry awards and nominations. I directed the firm's philanthropic activities, including the annual Make-A-Wish fundraiser. In addition, I maintained all social media platforms.



605 Philadelphia Street
Covington, Kentucky 41011

PRODUCT QUALITY, SAFETY, & REVENUE SPECIALIST

2012 - 2013

Following graduate school, I worked in the product marketing and safety department of a local design firm, Designs Direct, which manufactures home decor in China.

Professional recommendations are available upon request.