

# Kelly Katzmarek

## Objective

Resourceful and innovative Director of Marketing with 15+ years of experience in branding and digital marketing across various sectors. Proven track record in leading marketing departments, developing successful campaigns, and managing contractor relationships to achieve business objectives. Expertise in analytics-driven strategies, social media management, and customer engagement, resulting in significant subscriber growth and retention. Adept at building relationships with key stakeholders and overseeing comprehensive marketing initiatives.

Willing to relocate to: Minneapolis, MN - Saint Paul, MN - Stillwater, MN

Authorized to work in the US for any employer

## Education

University of Minnesota-Duluth, *Duluth, Minnesota 2005*

Bachelor's Degree in Graphic Design And Digital Media

## Experience

Katis, LLC, *Duluth, Minnesota*     **April 2016 - Present**

Self-Employed

- Branding of multiple small business and companies
- Consulting for both web and print using analytics and trending design marketing
- Managed multiple marketing and social media campaigns with proven growth
- Multi-tasking between numerous designs and one-on-one customer service
- Collaborated with clients to understand their brand objectives and develop creative strategies that aligned with their vision
- Managed multiple projects simultaneously, ensuring deadlines were met and deliverables exceeded client expectations
- Conceptualized and designed compelling visual assets for print, digital, and social media platforms
- Created engaging presentations for client pitches, effectively communicating ideas and concepts
- Stayed up-to-date with industry trends and emerging technologies to incorporate into creative strategies
- Managed relationships with external vendors such as printers or production houses to ensure timely delivery of materials within budget constraints
- Conducted market research to identify target audience preferences and optimize campaign effectiveness
- Analyzed campaign performance metrics using tools like Google Analytics or social media analytics platforms to make data-driven decisions for future campaigns

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Duluth Superior Symphony Orchestra, *Duluth, Minnesota* Dec. 2020 - Jan. 2025

Director of Marketing & Cultivation

- Lead marketing department with a responsibility for developing and implementing marketing strategies
- Developed and launched digital and direct mail acquisition campaign that produced the highest amount of subscribers prior to 2005 and with a continued retention rate of just over 50%
- Increased our social media presence 140% and heightened engagement 54% in the first year
- Interim Development Oversight
- Worked directly with major donors and headed development campaigns and formal events
- Overseen finding multiple grants and reviewing grant proposals
- Built meaningful relationships with patrons and vendors
- Developed and executed comprehensive marketing strategies to drive brand awareness, increase customer acquisition, and generate revenue growth
- Led a team of two marketing professionals in the successful implementation of integrated marketing campaigns across multiple channels
- Identified new market opportunities and conducted thorough market research to inform strategic decision-making
- Established and maintained strong relationships with key stakeholders, including clients, partners, and local businesses (B2B)
- Collaborated with cross-functional teams to develop innovative product positioning and messaging that resonated with target audiences
- Managed the creation of compelling marketing collateral, including brochures, presentations, case studies, and website content
- Implemented effective digital marketing initiatives such as SEO optimization, social media advertising campaigns, email marketing automation, and content marketing strategies
- Analyzed campaign performance metrics using tools like Google Analytics and Agile to optimize ROI and make data-driven decisions for future campaigns
- Conducted competitive analysis regularly to identify market trends and adjust business strategies accordingly
- Utilized CRM systems effectively for lead tracking purposes resulting in improved sales team efficiency
- Negotiated contracts and agreements with clients or partners to establish mutually beneficial relationships
- Provided leadership and guidance to the marketing team, fostering a collaborative work environment focused on achieving departmental objectives

**Kelly Katzmarek**

Phone: 218-591-1757

kelly.katzmarek@yahoo.com

# Kelly Katzmarek

Oliver Companies, Inc., *Duluth, Minnesota*      April 2016 - Aug 2019  
Creative Director

- Re-branding of OCI and umbrella companies
- Website creation and maintenance for four websites under OCI
- Created and launched in-house and outside marketing campaigns
- Oversee all print and digital propaganda for corporate, 30+ hotels and two restaurants

Pro Print, Inc., *Duluth, Minnesota*      Aug 2008 - April 2016  
Lead Graphic Designer

- Self supervised in meeting cliental deadlines with pristine accuracy
- Overlooked multiple files daily for pre-press corrections and fixed files accordingly
- Create designs, concepts, and sample layouts based on knowledge of layout principles
- Designed numerous print products within the clients needs and expectations at hand

## References

Adele Yorde      218-390-6973  
*Retired Public Relations and Marketing Manager at  
Duluth Superior Port Authority*

Creston Dorothy      218-722-9805  
*Owner at Pro Print, Inc*

Peter Licari      650-440-3613  
*Former President of Oliver Companies*

Brandon VanWaeyenberghe      513-312-6913  
*Former Excutive Director of DSSO  
Executive Director of Boise Philharmonic*

**Kelly Katzmarek**  
Phone: 218-591-1757  
kelly.katzmarek@yahoo.com



September 12, 2024

To Whom It May Concern:

I am writing in support of Kelly Katzmarek's candidacy. I believe Kelly is an exceptional candidate because of her creativity, tenacity, and collaboration.

First, Kelly demonstrated the quality of creativity by bringing a new sense of energy to the Duluth Superior Orchestra's (DSSO) marketing when I hired here in 2020. She came into the organization not knowing anything about classical music but was ready to learn. By being open to coaching from myself and others, she took our style and elevated it to a new level. Her designs and copy were dynamic and really resonated with our audience. I am confident that she can bring that same level of energy and expertise to your organization.

Moreover, this candidate is highly qualified for this role because of her tenacity. During my time as their supervisor, she had to deal with work deadlines while also trying to balance out family and personal obligations and setbacks. While there was certainly hardship, she refused to let it affect the DSSO. She navigated these situations with great professionalism. I know that she will be an example employee in your organization as she was in mine.

Finally, Kelly will surely exceed your expectations because of her spirit of collaboration. While I could name several projects she worked on, I will bring to you as examples. She created and spearheaded the concept of marketing partners in the community for every concert last year. She did this without direction from me, and it ended up being a really great success with both the DSSO and the sponsoring organizations. The second example I will present to you is our time working on multiple season brochures. Kelly would always come into my office with great ideas or themes, colors, and even the perfect tactile paper that we should use for the brochures. While we could not always get every idea of hers into the final product, she was very willing to work with me on my vision for the final production piece and understood when to let her own creative vision be changed if necessary.

For these reasons and more that I have not listed, I strongly support selecting Kelly for this position. She is one of the finest staff members I have had the pleasure to work with in my career, and I would not hesitate to hire her again, if I had the opportunity to do so. If you have any further questions about their qualifications, please don't hesitate to let me know. I can be reached at [BrandonVW@boisephil.org](mailto:BrandonVW@boisephil.org) or 513.312.6913.

Sincerely,

Brandon VanWaeyenberghe  
Executive Director, Boise Philharmonic