

Katina Frierson

Denver, CO

katina.frierson@gmail.com

303-748-7505

Professional Summary

Dynamic marketing and communications leader with over 15 years of experience driving brand growth, developing strategic initiatives, and delivering measurable results. Proven ability to lead cross-functional teams, manage high-profile projects, and foster relationships with diverse stakeholders. Globally-minded professional with international experience across cultural and business landscapes, passionate about creating innovative campaigns that resonate with audiences worldwide.

Professional Experience

DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

League of Women Voters of Colorado, Denver, CO / January 2024 – present

As a passionate advocate for democracy and civic engagement, I am dedicated to advancing the League of Women Voters of Colorado's mission. With extensive experience in strategic marketing and communications, I effectively develop innovative initiatives that empower voters and strengthen community relationships.

- Spearheaded a comprehensive rebranding of the League's website, **enhancing user experience and engagement by over 30%** through strategic UX/UI updates.
- Transformed the Leader of Democracy fundraising event, resulting in a revenue increase of nearly 800% and establishing a sustainable financial model for future growth.
- Executed a dynamic fall fundraising strategy that **increased revenue by over 400%**, demonstrating a strong ability to innovate and exceed fundraising goals.
- **Boosted donations for Colorado Gives Day by 22% YOY**, reflecting a deep commitment to community engagement and support.
- **Quadrupled annual donor contributions**, leading to a significant increase in overall fundraising revenue and strengthening donor relationships.
- Enhance donor retention and acquisition through targeted multi-channel campaigns, resulting in a substantial improvement in engagement metrics.
- **Driving successful marketing initiatives that have contributed to a funding increase of 30% for the fiscal year**, showcasing effective strategic planning.

- Develop and design compelling content for digital and print materials, ensuring alignment with League messaging and brand standards to reach a wider audience.
- Coordinate and execute impactful events, overseeing all aspects from concept development to marketing and production, and fostering community involvement.
- Develop strategic conversations and calls to action through social media and newsletters, leading to substantial increases in both in-person and virtual event attendance and participation, as well as enhanced voter mobilization, industry education, and overall distribution efforts.
- Analyze metrics to assess campaign success, adapting strategies for maximum impact and ensuring continuous improvement.
- Advanced the League's development and communications plans through innovative approaches, collaboration, and a focus on measurable outcomes.
- Cultivate donor relationships, emphasizing transparency and ongoing engagement, which contributed to a more robust donor base.
- Conduct grant research and writing, identifying funding opportunities that supported League initiatives and enhanced program offerings.
- Implement effective fundraising strategies that diversified revenue streams and increased overall support for League programs.

DEVELOPMENT AND COMMUNICATIONS MANAGER

League of Women Voters of Colorado, Denver, CO / January 2023 – 2024

- Managed the expansion of the Leaders of Democracy fundraising event, resulting in a **+50% increase in attendance and donor contributions** in the first year.
- Created accessible and impactful public-facing materials, including a complete rebrand of ballot issue materials, that contributed to a **75% increase in public engagement**.
- Strengthened donor relations through enhanced communication strategies, **boosting retention rates by 40%**.
- Coordinated with cross-functional teams to align marketing strategies with organizational objectives, ensuring cohesion and measurable results.
- Optimized campaign performance through analytics, **increasing efficiency and ROI by more than 20% YOY**.
- Supervised the design of branded content for digital and print platforms.

MARKETING MANAGER

Wonderbound, Denver, CO / June 2019 – July 2022

Through the implementation of a nimble communications and marketing strategy, clear and concise communication, consistent organization, and keeping the mission at the forefront of our minds, I was able to analyze data, find gaps, provide solutions, and communicate these in a way that **doubled the subscription base during the pandemic**.

- Directed multi-platform marketing initiatives, **boosting audience engagement by 20% YOY.**
- Created content and design for a broad and balanced collateral library that included print, email, web, PR, and social media initiatives.
- Secured media coverage in ***The Denver Post, 5280, 303 Magazine, Westword, RMPBS, and Dance Magazine***, increasing brand visibility.
- Coordinated with third-party vendors.
- Partnered with local businesses, driving a **15% growth in cross-promotional opportunities.**
- Assisted with all of Wonderbound's performances, public programs, and events.

FREELANCE GRAPHIC DESIGNER/MARKETING STRATEGIST Denver, CO / July 2018 – July 2019

HIGHLIGHTS:

- Worked with the City of Northglenn, designing ads for their 50th.
- Created a marketing and communications strategy for the Gateway Program, specifically for their inaugural 2020 conference.
- Developed a communication strategy for the nonprofit Fortify Rights.

CREATIVE PRODUCTION MANAGER

Red Rocks Community College, Lakewood, CO / October 2016 – May 2018

As a lifelong learner, I believe in the mission and values intrinsic to a community college education. I began my academic career at Skagit Valley Community College on Whidbey Island – it was instrumental in laying the foundation for lifelong learning.

- Spearheaded the "Elevate Your Future" campaign, which strategically **increased fall enrollment by 15% within one academic year**, showcasing the effectiveness of targeted marketing initiatives.
- Conducted in-depth market research and analysis to identify target demographics and tailor messaging, resulting in **a 25% increase in engagement** rates across digital platforms.
- Implemented performance metrics and analytics to evaluate the effectiveness of marketing campaigns, providing actionable insights that informed future strategies and **improved ROI by 20%.**
- Collaborated with internal staff, external stakeholders, and media outlets to produce effective marketing campaigns and strategic communications plans.
- Managed a cross-functional team of designers, writers, and marketing specialists to ensure timely project delivery and adherence to brand guidelines, enhancing overall team productivity and collaboration.
- Oversaw the design and production of print and digital ads, direct mail, email, social media images and content, and recruitment collateral.
- Developed content consistent with college policy and procedures for various social media channels, including Facebook, Twitter, LinkedIn, and Instagram.

- Developed professional graphic design elements and content for internal and external initiatives.
- Organized and facilitated training sessions for staff on best practices in digital marketing and branding, fostering a culture of continuous improvement and professional development within the department.

OFFICE & COMMUNICATIONS MANAGER

Naropa University, Boulder, CO / October 2015 – October 2016

I was incredibly honored to be part of the opening of Naropa University's Community Counseling Center, a dream that had been in the making for 20 years.

- Developed and implemented communications and social media strategies and campaigns.
- Formulated, established, and implemented billing, coding, and general office processes and procedures for the department.
- Streamlined operational workflows, **improving office efficiency by 25%.**
- Pioneered the training and development of programs for all incoming interns.

DIRECTOR OF MARKETING

Family Home Health Services, Denver, CO / August 2011 – September 2015

At Family Home Health Services, I helped build their brand from the ground up. I worked with various stakeholders to develop, design, and deploy several marketing efforts, including a website, collateral library, loyalty card program, ACO partnership, and social media strategy.

- Developed revenue-generating marketing collateral, ensuring conformity with established brand guidelines.
- Led the design and execution of state-wide strategic marketing and communications strategies. Personal efforts significantly impacted revenue growth, driving a **20% increase in overall profits YOY.**
- Spearheaded the formulation of a new company website, serving as architect, graphic designer, and content manager.
- Built a comprehensive loyalty card program, increasing repeat customer rates by 15%.
- Established and strengthened business relationships with third-party vendors.
- Designed and executed marketing strategies that secured new ACO partnerships, **enhancing referral traffic by 30%.**

Additional Experience

ACCOUNT MANAGER

New York Spirit Magazine, Brooklyn, NY / 2000 – 2006

As an Account Manager at New York Spirit Magazine, **the largest holistic publication in New York City**, I played a pivotal role in managing communications and materials between clients, graphic designers, writers, and illustrators. This position allowed me to ensure that all advertising content met the magazine's high standards while effectively conveying the unique messages of our diverse clientele.

- Managed all communications and materials between clients, graphic designers, writers, and illustrators, ensuring seamless collaboration and timely delivery of projects that met client expectations.
- Edited and proofread advertisements to uphold the publication's quality and consistency, resulting in error-free content that effectively represented client brands.
- Created, maintained, and distributed comprehensive client records, facilitating organized tracking of project timelines, deliverables, and communications, which improved overall workflow efficiency.
- Developed strong relationships with clients, understanding their needs and goals to provide tailored support that enhanced their advertising strategies and outcomes.

PUBLIC RELATIONS COORDINATOR

Felissimo, New York, NY / 1998 – 1999

As a Public Relations Coordinator at [Felissimo](#), I worked from the company's executive offices located in the prestigious Fendi building at 720 Fifth Avenue, New York, NY, while collaborating with the Kobe, Japan-based headquarters. This role involved engaging with high-profile clients and managing the company's public image, enhancing its reputation within the luxury lifestyle sector.

- Organized and coordinated photo shoots, advertisements, and networking events with leading publications such as **Elle Décor**, **W**, **House Beautiful**, and **The New York Times**, resulting in increased brand visibility and recognition.
- Developed and maintained relationships with top-tier media contacts, securing valuable press coverage and fostering collaborations that elevated the company's presence in the competitive market.
- **Managed celebrity client interactions and events**, working with renowned personalities such as Susan Sarandon, Goldie Hawn, David Bowie, Iman, Oprah Winfrey, Julie Andrews, Tim Robbins, and Rod Stewart, enhancing the brand's association with influential figures in the industry.
- Crafted and distributed press releases and promotional materials, ensuring consistent and compelling messaging that aligned with the brand's identity and marketing objectives.

Architectural Experience

JUNIOR ARCHITECT

Susan Lockwood Architects, Greenwich, CT / August 2007 – March 2008

Lamhaouar Residence, Riverside, CT

- Created schematic designs, interior and exterior elevations, millwork, and construction drawings, contributing to the overall design vision for the Lamhaouar Residence.
- Completed Bid Set Drawings for the **Lamhaouar Residence**, ensuring all documentation was accurate and comprehensive for the bidding process.
- Regularly coordinated communication between contractors and principal architects, effectively managing the flow of information to support project timelines and address any issues promptly.
- Collaborated with the design team to refine details and specifications, enhancing the overall quality and execution of architectural elements within the project.

STUDIO COORDINATOR

The Oculus Group, Brooklyn, NY / December 2006 – March 2007

- Played a crucial role in space planning and interior design for an 1,800 sq. ft. raw space, converting it into [Psyop's Annex studio](#) tailored for their **Coca-Cola** campaign.
- Coordinated meetings with key stakeholders, ensuring alignment on project goals and design intentions throughout the development process.
- Prepared detailed design documents that communicated project specifications and design elements to all parties involved, promoting clarity and collaboration.
- Managed communication between clients, vendors, contractors, and the principal, facilitating a smooth workflow and addressing any concerns or changes in a timely manner.

MODEL MAKER

Urbahn Architects, New York, NY / November 2005 – July 2006

Broadway/96th Street Station House

As a Model Maker at Urbahn Architects, I focused on the [Broadway/96th Street Subway Station House](#) project, where I built both study and final models to support the design presentation at **Lincoln Center**. My work involved meticulous craftsmanship to create models that accurately represented the architectural vision.

- Constructed study and final models of the Broadway/96th Subway Station House and its adjoining Pedestrian Plaza for a high-profile presentation at Lincoln Center, enhancing the visual communication of the design intent.

- Demonstrated exceptional attention to detail and craftsmanship in model making, ensuring accurate representation of architectural features and elements.
- Worked independently on key design components, specifically the elliptical arc awning, contributing to the overall aesthetic and functional aspects of the station's design.
- Collaborated with architects and design teams to refine model iterations, incorporating feedback to achieve a final product that effectively conveyed the project's vision.

High-Profile Employers & Clients

- **National Publications:** *The New York Times*, *Dance Magazine*, *Elle Décor*, *W, House Beautiful*.
- **Local Media:** *The Denver Post*, *5280*, *303 Magazine*, *Westword*, *Urban Life Wash Park*.
- **Brands and Projects:** Coca-Cola (*Psyop's Annex Project*), Dartmouth College (*Computer Science Department website redesign*), Rotary International, City of Northglenn.
- **Performances and Venues:** Presentation at Lincoln Center, Wonderbound performances.
- **Academic Institutions:** Columbia University, Naropa University, Red Rocks Community College.

Professional Engagements

INDUSTRY INTERVIEWS

Red Rocks Community College & Warren Tech / 2024

Lakewood, CO

As part of my commitment to supporting students and enhancing educational opportunities, I participated in an Industry Interview event hosted by Red Rocks Community College and Warren Tech in 2024.

During this engagement, I had the privilege of meeting with high school seniors and Red Rocks students to evaluate and critique their portfolios and resumes. This experience allowed me to provide constructive feedback on their work and offer guidance on how to enhance their employability in their chosen fields.

TEAM MEMBER

Rotary International, Professional International Exchange / 2012

Seoul, South Korea

As a Team Member in [Rotary International](#)'s Professional International Exchange program in 2012, I was honored to represent the United States in a month-long cultural exchange in Seoul, South Korea. This immersive experience involved delivering a series of presentations to South Korean audiences, offering insights into American culture, values, and professional practices while fostering mutual understanding between our nations. This once-in-a-lifetime opportunity not only enriched my personal worldview but also deepened my commitment to fostering global dialogue and collaboration in both professional and community-focused endeavors.

Beyond formal presentations, I engaged in rich cultural exchanges, attending workshops, collaborating with local professionals, and gaining a deep appreciation for Korean society, history, and traditions.

MEMBERSHIP CHAIRWOMAN

Columbia Alumni Association / 2011 – 2013

Sarasota, FL

As Membership Chairwoman for the Columbia Alumni Association from 2011 to 2013, I led alumni engagement strategies and event planning representing one of the world's most prestigious universities. In collaboration with a distinguished board that included peers from organizations such as the United Nations, I organized high-profile events and luncheons, working closely with thought leaders and prominent speakers to strengthen alumni connections and celebrate their achievements.

My efforts extended to building relationships with local media outlets, resulting in regular features that amplified the visibility of the Alumni Association and Columbia University. By fostering a vibrant alumni network and developing initiatives to enhance outreach, I played a pivotal role in reinforcing Columbia's reputation while driving meaningful engagement across its global community.

Education

COLUMBIA UNIVERSITY

Bachelor of Arts, Architecture

2000 – 2005

My architectural studies at Columbia University shaped not only my understanding of design but also my approach to leadership, strategy, and creative problem-solving. The discipline of architecture taught me to prioritize intentionality – every line, material, and space has a purpose, a reason, and a story. Studio critiques emphasized the “why” behind each decision, instilling in me a methodical yet visionary mindset that informs everything I do.

This foundation sharpened my ability to connect abstract ideas with practical implementation. The iterative process of design – brainstorming, validating concepts, and transforming vision into reality – mirrors the principles I apply in marketing, communications, and leadership today. I thrive in collaborative environments where brainstorming leads to inspiration, and I take pride in crafting experiences that resonate and endure.

Skills: *Architectural Design · Strategic Thinking · Creative Direction · Visual Storytelling Collaborative Leadership*

MARYMOUNT MANHATTAN COLLEGE

International Marketing
1999 – 2000

Courses Completed: The Contemporary Workplace, Quantitative Reasoning, and International Marketing.

These courses provided a foundational understanding of organizational dynamics, data analysis, and global branding strategies. "The Contemporary Workplace" offered key insights into leadership, collaboration, and effective communication within professional environments. "Quantitative Reasoning" sharpened my ability to approach challenges analytically and solve problems with precision. "International Marketing" expanded my awareness of global markets, cultural sensitivity, and strategic decision-making in diverse business contexts.

Together, these experiences laid the groundwork for my ability to think critically, adapt to varying business landscapes, and develop strategies that resonate across audiences and industries.

Skills: *International Marketing · Quantitative Analysis · Workplace Dynamics · Strategic Communications · Global Business Management*

Certification

HARVARD GRADUATE SCHOOL OF DESIGN

Design Discovery Certification
2016

In 2016, I earned a Design Discovery Certification from the Harvard Graduate School of Design, participating in their highly selective program renowned for its rigorous and immersive approach to architectural education.

Over the course of the program, I collaborated with peers and faculty on complex studio projects, developing innovative design solutions and honing my technical and

conceptual skills. My work was critiqued by leaders from Boston's top architectural firms and enriched by insights from globally esteemed architects, offering a rare opportunity to refine my craft under the guidance of some of the field's most influential figures.

This experience not only deepened my understanding of design principles and processes but also reinforced my ability to thrive in fast-paced, high-stakes creative environments.

SKILLS: *Critical Analysis · Collaborative Problem-Solving · Creative Innovation · Presentation Skills · Architectural Visualization*

International Experience

- Professional and cultural experience across 15+ countries, including South Korea, Japan, Turkey, and Italy.
- Lived in every region of the United States, adapting to diverse environments and work cultures.
- Passionate about leveraging global insights to create impactful, cross-cultural campaigns.

Professional Development

NAACP Annual Conference / November 2, 2024

Role: Booth Sponsor

Participated in the 2024 Annual State Convention, presented by the Rocky Mountain NAACP State Area Conference, themed "Thriving Futures."

Center for Colorado Women's History – Equality Day / August 26, 2024

Participated as a booth participant, engaging with attendees to promote awareness and support for women's history and issues.

Women Powering Change / May 7, 2024

Attended this impactful event focused on empowering women and promoting leadership across various sectors.

Connecting Colorado / August 24, 2023

Location: CSU Smith Alumni Center, Fort Collins, CO

This all-day conference featured education sessions, a funders panel luncheon, and opportunities for peer connection, fostering collaboration and learning.

Skills

- Marketing strategy and execution (16 years)
- Brand development and management (12 years)
- Strategic storytelling (12 years)
- Internal communications (10 years)
- Public relations and media outreach (10 years)
- Event planning and logistics (12 years)
- Data analysis and audience segmentation (10 years)
- Social media strategy and content creation (12 years)
- Graphic design (Adobe Creative Suite) (18 years)
- Website management and CMS (12 years)
- Team leadership and mentorship (10 years)
- Stakeholder engagement (10 years)
- Revenue growth strategy (15 years)
- Copywriting and content creation (15 years)
- Media Relations (15 years)
- Digital marketing (12 years)
- Budget management and allocation (10 years)
- Project management (10 years)
- Training and development programs (8 years)
- Fundraising strategy and execution (2 years)
- Presentation design and delivery (10 years)
- Vendor and partner relationship management (12 years)
- Print production and design (10 years)
- Multichannel campaign coordination (12 years)