



# KATE PRIDE

– MARKETING & COMMUNICATIONS –

## Profile

I am a qualified agriculturalist and marketing professional with a strong passion for creativity, social media, community engagement, and teammate collaboration.

## WORK EXPERIENCE

### DIRECTOR OF MARKETING & COMMUNICATIONS

Henderson Economic Development

**Jan 2023 - Present** (*intern Dec 2021, May-Aug 2022, May-Aug 2023*)

- Manage Facebook and LinkedIn social media profiles
- Monitor performance on an agency contracted, 11-month digital talent attraction campaign, reaching over 2 million users
- Implement strategies to increase community engagement on social media and traffic on website
  - Over 12,313 new users on website Jan 2023- Present
  - Over 1.85M Facebook post reach Jan 2023-Present
- Coordinate with community partners on press releases, announcements and event planning
- Design and publish marketing materials, reports and graphics
- Build community with investors to maintain consistent communication

### LOCAL LEAF, OWNER

**March 2024 - Present**

- Grow and sell locally sourced microgreens to consumers and restaurants
- Develop business brand, social media strategy, and build community

## INVOLVEMENT

### HENDERSON LEADERSHIP INITIATIVE

**Feb 2024 - Present**

### HENDERSON COUNTY FFA ALUMNI ASSOCIATION

**Oct 2022 - Present**

 270-860-8288

 kate.mcindoo@yahoo.com

## EDUCATION

### HENDERSON COUNTY HIGH SCHOOL

Aug 2015 - May 2019

### AUBURN UNIVERSITY

B.S. Agricultural Communications

**Aug 2019 - Dec 2022**

## SKILLS

- Investor relations
- Facebook for business
- Workforce development
- Social media content creation and management
- Project management
- Monitoring analytics
- Digital content
- Content development
- Email campaigns
- Website management
- Digital campaign management
- Manufacturing marketing/content creation