



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.

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✉ kate.mcindoo@yahoo.com

WORK EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS

Henderson Economic Development

Jan 2023 - Present

- Successfully manage Facebook, LinkedIn, and website ensuring consistent brand representation and engaging content delivery.
- Monitored performance metrics for a 10-month digital talent attraction campaign conducted by an agency, reaching over 2 million users
- Coordinate with community partners to plan press releases, announcements, and events, fostering collaborative relationships and outreach efforts.
- Design and publish various marketing materials, reports, and graphics to support promotional campaigns and communication initiatives.
- Cultivate relationships with investors, ensuring consistent communication and building a strong community

OWNER, LOCAL LEAF

March 2024 - Present

- Designed a compelling brand identity, including logo creation, brand color development, and hashtag formulation, aligning with values and objectives.
- Establish innovative and sustainable growing methods tailored specifically for microgreens, optimizing yield and quality
- Developed a comprehensive marketing strategy that effectively reaches and engages target customers, driving awareness and sales growth
- Demonstrate financial management skills by constructing and managing the business budget
- Cultivate strong customer relationships through effective communication and personalized interactions

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
- Event Planning
- Digital content
- Content development
- Email campaigns
- Website management
- Digital campaign management
- Budget management

INVOLVEMENT

- Henderson County FFA Alumni Association
- Henderson Church of Christ Social Media Manager
- Henderson Leadership Initiative
- Henderson Chamber of Commerce Ambassador