

# Katie Greene Hickes

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## Communications Director

Twenty year career developing communications strategies and generating branded content to drive business success. My hallmark is paying attention to the “why” behind every piece of communication, in order to ensure that every organization's resources are being efficiently directed towards their key goals.

## WORK EXPERIENCE

### **Little Flower Children and Family Services of New York • Brooklyn, New York • 03/2023 – Present**

#### **Communications & Marketing Manager**

- Lead all internal and external communications efforts for a human services agency with locations throughout NYC and Long Island.
- Collaborate with leadership to develop content for monthly external and internal newsletters and social media, resulting in an increase in engagement and organization visibility.
- Coordinated brand refresh and web site redesign, leading to an increase in website traffic and user engagement, enhancing organization's online presence and user experience.

### **Freelance • Tarrytown, New York, United States • 01/2010 – 03/2023**

#### **Communications Specialist**

- Revamped communication strategy for Blue Rock School's summer program, resulting in a 20% increase in student enrollment. Boosted organization's visibility and community impact.
- Authored impactful journalistic pieces for an internal magazine at New York Life Insurance Company, fostering a more informed and engaged sales force.
- Produced 50+ internal informational pieces for Pfizer's internal communications, resulting in improved dissemination of critical updates and increased alignment across global sales and research teams.

### **The Rewilding School • Mount Kisco, New York, United States • 10/2021 – 08/2022**

#### **Communications & Education Associate**

- Collaborated with school Directors to implement an effective communications plan including newsletters and social media content, resulting in improved parent involvement and positive feedback from the community.
- Streamlined communication across four locations via creation of staff program guides, resulting in increased efficiency and better coordination of work activities, lesson goals, and events for students and families.

- Educational advocacy: Crafted an impactful editorial for River Journal, driving a rise in public interest and understanding of the significance of outdoor play.

### **Blue Rock School • West Nyack, NY • 09/2017 – 08/2019**

#### **Director of Summer Program – Communications, Operations, Marketing**

- Selected to run communications, marketing, hiring, and operational initiatives for summer camp associated with progressive nonprofit school. Progressed through roles including Excursion Director, Co-Director, and Camp Director with responsibility for partnering with Head of Marketing & Communications to drive summer program enrollment and retention.
- Generated 20% increase in camp enrollment by implementing comprehensive communications marketing plan including the launch of a new web site and social media accounts, resulting in higher revenue and program impact.
- Solely created job postings, screened candidates, conducted interviews, and led training resulting in a highly qualified and competent summer staff of 20.

### **New York Life Insurance Company • New York, NY • 01/2002 – 05/2006**

#### **Senior Editor & Executive Communications Specialist**

- Progressed from Associate Editor, Senior Associate Editor, and Senior Editor to lead content, website, and social media designs for internal communications. Aligned content to corporate objectives by conveying stories that engaged/ motivated employees and accelerated internal brand allegiance.
- Partnered with EVP and SVP on annual board report, resulting in enhanced transparency and alignment across all major business lines, improving decision-making processes.
- As one of three webmasters, designed and executed communication plans, and managed content for intranet, delivering key content to sales force to drive business success.

## **EDUCATION**

### **Bachelor of Arts in English Literature**

Columbia University

## **SKILLS**

**Communications & Marketing:** Communications Planning, Content Strategy, Digital Strategy, Editing, Executive Communications Support, Graphic Design, Internal & External Communications, Marketing Strategy, Storytelling, Web Design

**Leadership:** Community Building, Non-profit Leadership, People Management, Project Management, Recruiting, Staff Development