

KATHRYN “KAT” LOPEZ

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EDUCATION

Kansas State University- Manhattan, Kansas August 2011- May 2013
Master of Science: Journalism & Mass Communication
Emphasis: Strategic Communication
Cumulative G.P.A.: 4.0

New Mexico State University- Las Cruces, New Mexico August 2003- May 2008
Bachelor of Arts: Journalism/Mass Communications
Minors: Marketing & Management

RELEVANT PROFESSIONAL EXPERIENCE

Copywriter/Editor/Project Manager February 2015- Present
Freelance- Santa Fe, NM

- Writes a comprehensive cancer awareness resource and education guide: C.A.R.E. (with a circulation of 30,000+)
- Collaborates with *American Cancer Society, Cancer Services of New Mexico, Cancer Services of New Mexico* and researched all programs for the content of the guide
- Presents the magazine at all relevant workshops, retreats, events, and meetings state-wide
- Interviewed 80+ individuals for the inclusion of testimonies and information in the magazine
- Managed the sales materials, promotional collateral, production schedule, layout and all creative art direction for the magazine
- Individually generated \$100,000 worth of revenue from advertising sales and sponsorships
- Updated and helped create official magazine website with 90+ different sections: *careguide.info*

Marketing Copywriter & Consultant June 2018- Present
Freelance- Santa Fe, NM etc.

- Writes marketing and promotional materials for various clients
- Proofs and edits web and print content for clients' internal and external communications
- Conducts site visits with organizations to evaluate operations and submits thorough Recommendation Reports to supervisors
- Prepares and facilitates teambuilding retreats and leadership development workshops for groups (ranging in size from 10-150 participants)

Creative & Marketing Manager October 2013- June 2018
Santa Fe New Mexican Daily Newspaper- Santa Fe, NM

- Implemented strategic plans for all new publications and marketing campaigns for the Company
- Managed the Design & Creative Division's team of print and digital designers
- Oversaw all digital advertising serving i.e. banner/sponsored/run of site ads and email marketing
- Wrote copy for all company promotional materials, supplemental websites, press releases, etc.
- Expanded the company's community partnerships to 80+ clients
- Coordinated community/business partnerships, manages all sponsorships, creates contracts, exposure on social media, and organizes the marketing campaigns for all in-kind advertising
- Publicly spoke and hosted community events on behalf of the company

Transition Programs Strategist

May 2012- May 2013

Kansas State University Graduate School- Manhattan, KS

- Wrote the first “Graduate School Survival Guide” and created a jump drive to distribute to every incoming graduate student
- Developed the university’s first Graduate School Ambassador Program to promote the university to prospective students, provide support to incoming students and enhance their transition experience
- Initiated a Calling Campaign Outreach Program; individually called 500+ incoming graduate students answering questions/easing their transition into graduate school

Mass Communications Coordinator

August 2011-August 2013

Kansas State University Department of Journalism & Mass Communications- Manhattan, KS

- Developed new content and wrote copy for the graduate program website, planned and produced promotional videos, initiated and maintained a presence on social media
- Conducted qualitative research (in-depth interviews, content analyses, focus groups) and performed writing projects for the Department of Journalism & Mass Communications Graduate Program
- Contributed to the distribution and branding of recruiting materials for the graduate program
- Recruited incoming master's degree students into our graduate program
- Created all taglines for events/services

Traveling Leadership Consultant/Leadership Development Specialist

July 2008-May 2011

Zeta Tau Alpha National Women’s Fraternity-Indianapolis, IN & across the U.S.A.

- Served as team coordinator for the marketing, planning, and developing of new chapters across the nation. (e.g, wrote, created, and implemented marketing plans, and managed social media content)
- Visited 35 states, 60+ universities across the country motivating organizations to set goals, plan, improve operations, and assess group success while helping with individual chapter branding recruitment, teamwork, and leadership
- Facilitated workshops, team building seminars, leadership presentations to 4,500+ individuals
- Wrote and submitted 95+ site visit recap articles about the university, people, and experiences
- Worked closely with multiple campus professionals, university stakeholders, and community leaders of various backgrounds to discuss areas of strength and improvement opportunities

Director of Public Relations

June 2006-May 2008

Associated Students of New Mexico State University-Las Cruces, NM

- Wrote and created scripts, marketing slogans, ads, taglines, and brainstormed brand initiatives for all ASNMSU programs and products (45+ programs a year)
- Oversaw and managed an assistant and a budget of more than \$80,000 of student fees for the implementation of PR efforts
- Managed student government website and worked with staff and all campus media on a daily basis in promotion for University programs/events.

SKILLS

Proficient in:

- All Microsoft Office Suite software (Word, Excel, PowerPoint)
- DoubleClick Digital Advertising Solution
- MailChimp email marketing service
- Social Media (Facebook, Instagram, Twitter)
- WordPress website creation tool/CMS & TownNews Content Management System
- Wufoo Online Form Builder
- Flickr, Dropbox, OneDrive photo hosting/sharing platforms
- Animoto Video Creation Service, Vimeo, and YouTube

HONORS & AWARDS

- 2016 Best Special Supplement- (C.A.R.E. guide)- *New Mexico Press Association*
- 2016 & 2017 Best Media Kit- *New Mexico Press Association*
- 2017 & 2015 Best Revenue Idea- *New Mexico Press Association*
- 2017 Best Web Ad- *New Mexico Press Association*
- 2018 Hope & Healing Award- *Cancer Support Network*
- Kansas State University Graduate School Service and Leadership Award
- 2017 Outstanding New Mexico State University Greek Alumna
- K-State Student Governing Association's 2013 Outstanding Female Leader
- 2013 K-State Challenge Course Employee of the Year
- Phi Kappa Phi National Honor Society
- Order of Omega National Greek Honor Society
- Golden Key National Honor Society

ADDITIONAL PROFESSIONAL EXPERIENCE

Event Director

March 2017- Present

Veteran Resource Center's Ted S. Lopez Memorial Scholarship
University of New Mexico Foundation- Albuquerque, NM

- Successfully has led efforts raising \$35,000+ for a scholarship through the UNM Foundation
- Organizes annual golf tournament and luncheon for 125+ people and single-handedly collects 80+ donations from community partners and sponsors
- Developed event logo and manages promotional posters, advertisements and implemented all marketing for golf tournament: "Tee Off for Ted"
- Serves as emcee, coordinates volunteers, agenda and silent auction for the event
- Helped create and updates official event website: teeoffforted.com

Leadership Advisor

May 2012- Present

Delta Upsilon International Fraternity- Manhattan, KS

- Plans and facilitates leadership retreats, member workshops, and personal development enrichment programs for 100+ collegiate members.
- Oversees planning and implementation of special functions (e.g. Parents Weekends, member enrichment programs, and philanthropy events) for the college students and their families/alumni
- Communicates (written and verbal) with local advisors, national officers, and parents

Challenge Course Facilitator

May 2011-May 2013

Kansas State University Recreational Services- Manhattan, KS

- Planned and implemented days of outdoor workshops and teambuilding activities for groups, businesses, and organizations on the Recreational Services Challenge Course
- Worked with a team of facilitators in promoting teamwork, communication, and apply life skills through our physical elements at the K-State Challenge Course
- Motivated groups to increase their cohesiveness, and productivity as a group, as well as keep individuals safe on the course's high elements
- Interviewed, trained and transitioned incoming facilitators