

Karen Kartes Piatt

Marketing Communications & Media Relations Professional

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COMMUNICATIONS EXPERTISE

Developing and executing communications plans that inspire people and organizations to become change agents in their communities and the world.

PROFESSIONAL EXPERIENCE

Marketing & Public Relations Specialist (9/2018-present)

PARTNERS, A TASTEFUL CHOICE COMPANY, Des Moines, WA

Responsible for developing marketing and media strategy (earned and paid) for maker of gourmet artisan food products. Copywriter of company and product information for consumer and trade use. Responsible for blogger and influencer relations, creating opportunities for in-kind event participation, managing philanthropy, and writing and submitting award entries. Secured Seattle Business magazine's 2019 Gold Family Business Award for the company.

Marketing Director (6/2016-6/2017), **Special Events Coordinator** (6/2015-5/2016)

BENSON HILL CO-OP PRESCHOOL, Kent, WA

Created/executed marketing plans to drive student enrollment and family participation. Wrote/edited website copy and social media posts. Developed messaging for flyers and promotional items. Represented school at community events, served on board.

Senior Copywriter & Media Relations Director (3/2010-4/2014)

YMCA OF GREATER SEATTLE, Seattle, WA

Served as primary copywriter of a broad range of marketing content and corporate communications, including direct mail, email, e-newsletters, social media, advertisements, brochures, annual reports, and more. Provided communications support to 13 branches, two overnight camps, and multiple child care sites across the Greater Seattle Association. Co-produced video content.

Media Relations Director, Corporate Social Responsibility & Celebrity Engagement (10/2000-2/2010)

WORLD VISION, Federal Way, WA

Developed/executed media plans to promote program work and fundraising campaigns. Duties included: supervising staff, contractors, and budget; writing press materials; and serving as spokesperson for: 1) corporate and foundation partnerships, 2) domestic programs and events, and 3) celebrity spokespersons. Media training, crisis communications, disaster response communications, PSAs, and planning/leading media trips (Africa, Southeast Asia, Eastern Europe, and Central America).

Media Relations Manager (10/99-10/2000)

FREEINTERNET.COM, Federal Way, WA

Created/executed media plan to support rapid user acquisition campaign. Served as primary media contact and writer.

Marketing Communications Manager (7/98-10/99)

VOICESTREAM WIRELESS CORP. (which became T-MOBILE), Bellevue, WA

Managed media relations and supported internal communications. Coordinated PR for service launches in major U.S. markets. Managed social responsibility campaigns, coordinated celebrity appearances, and wrote newsletters.

PR & Marketing Communications Specialist (7/95-7/98)

PRECOR, INC., Bothell, WA

As primary media contact, developed PR plan, budget, and materials, managed contractors, handled trade show PR. As lead copywriter, collaborated with designers/agencies on brochures, ads, video scripts, dealer and retailer newsletters, and website.

Product Development Coordinator/Copywriter (7/92-7/95)

UNITED BROADCASTING SALES CO., INC., Bellevue, WA

Served as lead copywriter of radio CSAs. Managed comprehensive sales script revision and created market research reports.

EDUCATION

- B.A., English (Journalism Minor), Magna Cum Laude, Seattle University
- Certificate in Public Relations, University of Washington
- Certificate in Creative Strategy & Copywriting, Direct Marketing Association

