

Katherine Shores
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A marketing professional with 10+ years of successful experience taking projects from concept/design through execution, on time and within budget. Projects include the US Open Tennis Tournament, The Democratic National Convention, GMR*Works “The Drive”, and national tradeshow.

SIGNIFICANT QUALIFICATIONS

Marketing Communications/ Public Relations

- Designed and wrote KSU Nursing Department's suicide awareness campaign
- Recommended marketing changes/designed direct mail for existing KSU fundraising efforts
- Set brand management campaign specs, print advertising and tradeshow/sales items
- Coordinated with third-party firm to establish brand identity upon corporate name change
- Managed tradeshow: show selection, scheduling, move in/out, set up/take down
- Wrote tradeshow budgets and approved expenses
- Web site creation (ghgranite.com), including photo selection, copy writing and design
- Maintain personal blog
- InDesign and Photoshop Literate

Project Management

- Generated sales, proposals, sourced vendors and priced elements of each opportunity
- Created contracts / met with legal counsel for contract resolution
- Scheduled resources / maintained records / resolved issues onsite / fulfilled client requests
- Ensured compliance with city/county ordinances regarding wind, fire, and building codes
- Completed post job budget and client analysis, including client job surveys
- Provided event management from budgets and planning through take down
- Generated sales, proposals, sourced vendors and priced elements of each opportunity

RELATED EXPERIENCES

Kennesaw State University | Alumni Affairs Association
Marketing Communications Intern | August 2009 - December 2009

Haber Granite Imports
Marketing Communications Intern | January 2009 - May 2009

The Special Event Consulting Group | Atlanta, GA
Project Manager/Sales Associate | April 2007 – November 2008

De Boer | Austell, GA
Project Manager | August 2001 - October 2006

K&K Confectionary | Atlanta, GA
Entrepreneurial wedding planning | November 2000 – Present

Companion Technologies | Midvale, UT
Medical Software Trainer | June 1999 - October 2000

EDUCATION

Kennesaw State University
Bachelor of Science | Communication | Lambda Pi Eta Honors Society

LDS Business College
Certified Medical Assistant