

KATIE GARRETT, CPRP

Fox Valley Park District — AURORA, IL

Assistant Director of Marketing & Communications | 2023 TO PRESENT

Oversee the project management process for the department, manage the promotions & marketing plan for all special events and program areas, manage the production of five annual program guides, and assist the Director of Marketing where needed.

Marketing & Digital Communications Manager | 2021 TO 2023

Managed all social media platform content and communications, kept District websites up-to-date, created marketing plans for all program and event areas, and managed digital communication strategies across the District.

Oak Brook Park District — OAK BROOK, IL

Marketing & Communications Administrator | 2019 TO 2020

Managed public relations, communication strategies, and marketing for all District programs and events, oversaw all social media accounts, managed internal and external communications (including COVID-19 communication plan), and collaborated regularly with departments on marketing programs and events.

Round Lake Area Park District — ROUND LAKE, IL

Marketing & Community Outreach Specialist | 2018 TO 2019

Advanced relationships with area organizations and businesses, solicited sponsorships, supervised the contractual graphic designer, and managed the production of program guides.

Marketing Coordinator | 2016 TO 2018

Designed all seasonal program guides, created marketing plans for all program and event areas, managed content on social media channels, and led the Branding Committee gathering input for a new District website design.

Geneva Park District — GENEVA, IL

Marketing Coordinator | 2015

Assisted the Director of Marketing and Public Relations on program guide design, designing and printing marketing materials, and taking photos at programs and events.

Illinois State University — Bachelor of Science, Design

NORMAL, IL | Class of 2010

Accolades

Communications & Marketing Section Distinguished Member Award, Illinois Park & Recreation Assoc., IAPD/IPRA Soaring to New Heights Conference, Jan. 2021

Vision Award, Illinois Park & Recreation Assoc., IAPD/IPRA Soaring to New Heights Conference, Jan. 2020

Board Service

Illinois Park & Recreation Association | 2018 TO PRESENT

C&M Section Director 2022 TO 2026, Committee Chair

Suburban Park & Recreation Association | 2018 TO 2026

President (2022, 2023), Secretary (2019), Communications Chair

Round Lake Area Chamber of Commerce | 2017 TO 2019

Secretary (2019), Farmers Market Committee Chair (2019), Board Member