



Kathleen Flannery

Communications ● Marketing ● Technology

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Aurora, IL 60502
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Core Skills

- Customer Service Oriented
- Technical Writing & Editorializing
- Marketing Concepts
- Research and Analysis
- Internal/External Communications
- Strategic and Integrated Planning
- Project Management/ Development
- Budget Preparation and Evaluation
- Contract/Purchase Negotiations
- Supervisory and Team Management
- Content Creation and Editorializing
- Presentation/Public Speaking
- Network/Partner Relations
- Survey Practices and Assessment
- Sustainability Concepts
- Technology Integration
- Delivery of Sustainable Revenue (ROI)
- Branding and Promotional Concepts
- Social Media Technologies
- Graphic and Design Layout
- Event Management/Execution
- Promotional Materials
- Media Planning and Usage
- Sales Experience

Technical Skills

- LAN/WAN Administration
- Microsoft OS/ Server/ Exchange/ Office (Word, Excel, PowerPoint, Access, Outlook, Visio)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- AutoCAD, Microstation, and PDS.
- Content Management System (CMS) and Website Creation
- Digital Signage Design and Administration
- Management Software— Rectrac/ Maintrac/ Webtrac/ POS
- Application training
- Photography
- Video (Camtasia)

Objective: An executive management position with focus on communications and business development

Profile

- Senior manager with over 8 years of experience managing communications, technology, promotions and events.
- Proficient in the integration and use of technology in marketing and communication campaigns and strategies.
- Results driven, with an exceptional scope and depth in strategic planning and development, project management, and fiscal planning.
- A determined leader and team player; adept at seeking business development opportunities and operational efficiencies.
- Experienced at satisfying management, community, and board of director driven directives and objectives in a nonprofit environment.
- Supportive of sustainable development for the sake of reducing poverty, fighting inequality and undertaking climate change.

Professional Experience

Communications and IT Director

- Established the first department dedicated to communications, technology and marketing for the sake of achieving the business objectives of efficiency, community connection, sales and brand awareness.
- Accountable for the development and creativity of written content and distribution of information via means of internal and external media: monthly magazine, community website (CMS), social media, community cable channel, digital signage, published directory, video production, broadcast messaging, print advertising, collateral and promotional materials.
- Acquired, presented and managed a membership driven website of 10,000 users, with an added ecommerce component and sponsored advertising section.
- Crafted and executed strategic marketing and communication campaigns, targeting markets via digital media, printed advertising, radio, and press releases.
- Increased department revenues by 300% over the course of three years through strategic planning, development, sales, promotion and efficient use of technology and workflow.
- Served as project manager, initiating and participating in the selection, procurement, administration, and training of new concepts, programs and equipment (i.e.: content management system website, LCD digital signage, sales and ecommerce programs, and various communications and business software).
- Developed fiscal budgets, complete with contingent short/long term deployment strategies.
- Introduced interactive digital signage and collateral materials with the purpose of supplementing customer service and guidance, attracting membership, and increasing sales.
- Charged with event planning, management, and promotion of trade shows and forums
- Quadrupled the size and revenues of our tradeshow without increasing expenses by obtaining sponsorships, reusing event props, and collaborating with volunteers and community businesses.
- Prepared RFPs and negotiated “terms of agreements” for capital purchases and services.
- Established B2B partnerships for the purpose of event promotion and brand awareness.
- Supervised both technical and non-technical personnel, assessing in-house versus third party consulting needs, while maximizing proficiency through cross-training methodologies.
- Served in a liaison role for multi-department projects, volunteer and board appointed committees.

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Education

- M.B.A., (2/2016), Concentrations: Marketing and Sustainability Management. GPA 4.0 DeVry/Keller Graduate School of Management, Naperville, IL
- B.S. School of Applied Science and Technology—Housing and Environmental Design. GPA 3.59 Illinois State University, Normal, IL
- Project Management (PMP) Certification Training (2014). Microtrain Technologies, Downers Grove, IL
- Lean Six Sigma Green Belt (LSSGB) Certification (2014). Microtrain Technologies, Downers Grove, IL
- SharePoint Designer (2014). Microtrain Technologies, Downers Grove, IL
- LEED Introduction Course. First Services Residential, Eatontown, NJ

Achievements

- Instituted a highly successful event registration program that accounts for over \$600k of revenue a year.
- Improved operating (communications/marketing) efficiencies through integration and deployment of technology-based work processes in the following: website, social media, online registration, digital signage, maintenance and facility scheduling.
- Developed and managed a revenue stream exceeding \$550k annually derived from event and advertising sources.
- Managed two seasonal consumer expos, and an eco-friendly / smart technology trade show producing revenues of \$75k.
- Maintained or decreased annual budget expenditures by 5% annually.

Information Systems Coordinator

- Focused on the day-to-day support and execution of information system project management, including: planning, executing, monitoring, training, documenting and analyzing concepts, products or applications.
- Explored and acquired a content management system with intent to enhance the website's appearance, improve performance and establish easier communication methods with the public.
- Authored, initiated and monitored content and instruction, including that relating to policy and procedures.
- Incorporated and deployed an Esri GIS system for abstracting information for administrative use, community development, and public viewing.
- Decided and integrated hardware and application to improve efficiency and customer service.
- Researched systems and negotiated pricing for the purpose of developing RFQ, RFP, SLA documents and individual department budgets.
- Provided supervision and organization of staff to maximize work efficiency, while minimizing need for consulting staff.

LAN Administrator

- Responsible for the daily administration, performance monitoring, and improvements of LAN/WAN for an engineering firm; encompassed all aspects of software and hardware allocation, data recovery, policy and procedures, and network resources.
- Supervised and mentored staff members, scheduling personnel and resources to suit workload and skill level.
- Served as a liaison between engineering and construction for development and design of systems and selection of applications.
- Developed and administered in-house documentation and training, providing support for all new applications.

Employment History

2006 – 2013	Communications IT Director	Sun City Community Association Huntley (FSR) Huntley, IL
2004 – 2006	Information Systems Coordinator	Village of Algonquin, Algonquin, IL
1998- 2003	LAN Administrator	Raymond Professional Group Chicago, IL

References

Available upon request.