

# CATHERINE STIEG

	Aurora, IL 60502
--	------------------

## SUMMARY OF EXPERIENCE

	<p>A versatile marketing and communications professional with more than fifteen years of experience in business-to-business and business-to-consumer environments. Creative problem solver with organizational, analytical and team-building skills that have contributed to millions of dollars of development in the community.</p> <p>Core competencies include client relations, public and media relations, content management and strategy.</p>
--	---

## WORK HISTORY

2016-Present	<p><b>COMMUNITY &amp; ALUMNI RELATIONS, <i>ILLINOIS MATHEMATICS &amp; SCIENCE ACADEMY</i></b></p> <ul style="list-style-type: none"><li>• Increased alumni engagement by more than 15% in less than twelve months</li><li>• Plan and organize IMSA Alumni Weekend including Alumni Day on IMSA campus and reunions in Chicago for over 250 returning alumni</li><li>• Develop and coordinate alumni forums for current students to learn more on specific degree and career opportunities</li><li>• Liaison between IMSA and IMSA Alumni Association</li><li>• Manage IMSA alumni Facebook groups</li><li>• Manage all official IMSA social media platforms: Facebook, Twitter, LinkedIn, and a newly launched IMSA Instagram</li><li>• Develop and maintain media relationships</li><li>• Develop and maintain relationships with the local community</li><li>• Create and share IMSA stories of both alumni and current students</li><li>• Developing a comprehensive podcast implementation strategy for students grades 6-9 to engage them with IMSA and the 17 United Nations Sustainable Development Goals</li></ul>
2013-2016	<p><b>COMMUNICATIONS AND OPERATIONS MANAGER, <i>INVEST AURORA</i></b></p> <ul style="list-style-type: none"><li>• In collaboration with president/CEO, recruited, hired and mentored a team that attracted significant development investments</li><li>• Balanced a \$649,000 organizational operating budget, tracked monthly expenditures, and provided analysis and financial reports to the board of directors and auditors</li><li>• Managed an on-time and under budget website redesign and daily analytics-driven web content</li><li>• Launched social media strategy from the ground up, cultivating the city's image and engaging stakeholders, resulting in leads that led directly to small business openings</li><li>• Developed relationships with Chicago-area mass media and national trade publications that directly resulted in new development projects</li><li>• Negotiated contracts and built vendor and inter-agency relationships that reduced costs and ensured on-time deliverables</li></ul>

	<ul style="list-style-type: none"> <li>• In collaboration with president/CEO, marketed and maintained funding for the Finish Line grant program, issuing more than \$160,000 in grants that brought 14 dilapidated mixed-used sites to market in less than 12 months.</li> <li>• Became the expert in marketing and promoting the city's digital infrastructure and workforce development initiatives, attracting five tech firms and earning Aurora a spot in the Intelligent Community Forum's Smart 21 out of 400 communities worldwide</li> <li>• Crafted a long-range strategic plan, recommending specific staffing and technology needs and implementing best practices for the organization</li> <li>• Developed and coordinated branding, including advertisements, special event promotions, trade shows and collateral for economic development initiatives</li> <li>• Developed and executed marketing plans for targeted vertical markets</li> <li>• Planned networking events, e-newsletters, and site and retention visits</li> <li>• Managed general operations including employee benefits, board member recruitment, board reporting, and community outreach and civic engagement</li> </ul>
2012-2013	<p><b>DIRECTOR OF BUSINESS DEVELOPMENT, <i>SYSTEMS GUILD, INC.</i></b></p> <ul style="list-style-type: none"> <li>• Implemented a marketing strategy and industry presence for a software development company</li> <li>• Identified and quadrupled prospective client base for niche markets in six months</li> <li>• Coordinated projects between clients and developers, in person and remotely</li> </ul>
2012	<p><b>SALES &amp; MARKETING, <i>IDEA MARKETING GROUP</i></b></p> <ul style="list-style-type: none"> <li>• Contracted five new clients with in the first 120 days including the largest single site sale</li> <li>• Launched a social media management program that increased revenues</li> <li>• Created website and collateral copy</li> </ul>
2011	<p><b>ACCOUNT EXECUTIVE, <i>ADECCO ENGINEERING &amp; TECHNICAL</i></b></p> <ul style="list-style-type: none"> <li>• Implemented marketing programs to prospective clients to increase brand awareness and revenue streams, contracting seven new clients in the first 120 days</li> <li>• Tripled the exposure of the company and its services within the territory</li> <li>• Effectively incorporated social media into marketing and new business efforts</li> </ul>
2008-2011	<p><b>INTEGRATED MARKETING MANAGER, <i>CONNOR-WINFIELD CORPORATION</i></b></p> <ul style="list-style-type: none"> <li>• Managed redesign and content management of three websites and collateral</li> <li>• Created, implemented and tracked results for digital marketing plans that included social media, e-newsletters, corporate forums and training webinars for both national and international audiences</li> <li>• Increased click-thru rates and returns on investment for 14 Google AdWords campaign</li> </ul>
2006-2008	<p><b>ACCOUNT &amp; COMMUNICATIONS MANAGER, <i>BALL PUBLISHING</i></b></p> <ul style="list-style-type: none"> <li>• Coordinated redesign of two websites including an e-commerce site and corresponding product catalog</li> <li>• Managed content on five websites and corresponding collateral, compiled press kits, and coordinated design concepts for educational conferences, books and advertising opportunities</li> <li>• Coordinated consumer focus groups, using both local and national panelists for open forums as well as specific clients such as Home Depot and Home &amp; Garden Showplace</li> </ul>

	<ul style="list-style-type: none"> <li>Expanded publicity list for book promotions from 1,500 to 5,000 and built strong working relationships with editors and columnists for <i>Better Homes &amp; Gardens</i> and <i>Southern Living at Home</i></li> <li>Implemented a marketing program for the Young Grower Award and Young Retailer Award resulting in increased nominations and sponsorship revenue</li> </ul>
2002-2006	<p>ACCOUNT MANAGER, <i>BALL PUBLISHING</i></p> <ul style="list-style-type: none"> <li>Consistently met or exceeded monthly quotas for advertising sales and increased sponsorship revenue for educational conferences</li> <li>Wrote and presented custom proposals to meet specific client needs that included sponsored, co-written editorial series; awards programs sponsorships; open focus group sponsorship; unique print and digital advertising ideas; and targeted sponsorships at conferences</li> <li>Launched and managed an email marketing campaign to advertisers announcing topics and product mentions in upcoming issues that increased monthly sales by 10 percent</li> <li>Created the <i>GrowerTalks</i> Young Grower Award and <i>Green Profit</i> Young Retailer Award programs</li> </ul>

## EDUCATION

---

	<p>Bachelor of Arts in English, <i>North Central College, Naperville, Illinois</i></p> <p>Coursework in psychology, personality theory, statistics, sociology and criminology, <i>College of DuPage, Glen Ellyn, Illinois</i></p> <p>Publishers University, <i>Independent Book Publishers Association, Manhattan Beach, California</i></p>
--	---

## SKILLS

---

	<p>Microsoft Office</p> <p>Adobe Creative Suite</p> <p>Google Analytics</p> <p>Google AdWords</p> <p>Wordpress</p> <p>Salesforce</p> <p>Media Services super user</p> <p>Social media and email marketing</p> <p>Website optimization and content strategy</p>
--	--

## ACTIVITIES

---

	<p>YOGA TEACHER TRAINING PROGRAM, <i>AURORA YOGA CENTER, 2015-2017</i></p> <p>Mentor and teach students for improved fitness and quality of life</p> <p>COMMITTEE MEMBER, <i>BRIDGE-TO-BRIDGE 5K/10K, 2013</i></p>
--	--

	<p>MARKETING AND SPONSORSHIP CO-CHAIR, <i>AMPED-UP ADVENTURE RACE, 2012</i> RACE DIRECTOR, <i>RUN FOR THE RIVERFRONT, 2012</i> COMMITTEE MEMBER, <i>EDWARD FRAIDY CAT 5K, 2012</i></p>
--	--

Planned and organized events including recruiting and managing volunteers

EXECUTIVE COMMITTEE MEMBER, *SIERRA CLUB- VALLEY OF THE FOX, 2012-2013*

Provided long-term strategy for event planning, community outreach and fundraising events