

KATE GILLE

313-498-1845 • kate.gille7@gmail.com • linkedin.com/in/kate-gille • communi-kate.info • Cincinnati, Ohio

Marketing and communications professional with eight years of experience in brand strategy, and storytelling communications, and digital marketing. Skilled in leading multi-channel campaigns, overseeing creative projects, and inspiring teams.

KEY SKILLS

- Team Leadership
- Project Management
- Budget Management
- Media Relations
- Political Advocacy
- Brand Storytelling
- Rapid Crisis Communications
- Social Media
- Digital Strategy
- Website Design & Optimization
- Graphic Design & Adobe
- Vendor Contract Management

PROFESSIONAL EXPERIENCE

Marketing and Communications Consultant

March 2024 – Present

Independent Contractor | *Remote, Ohio*

- Providing communications and digital marketing consulting for 12+ mission-driven organizations.
 - Supporting Devou Good Foundation with high level messaging guidance, strategic communications planning, and digital marketing including email, SMS, and social media.
 - Leading the writing and creative direction for high visibility fundraising collateral for the Global Fund for Women, including programmatic one-pagers and a high-level donor Case for Support.

Assistant Vice President of Marketing & Communications

November 2022 – March 2024

Planned Parenthood of Greater Ohio | *Remote, Ohio*

- Directed communications, marketing, and rapid response strategies for 18 health centers, political advocacy team, and a statewide education department.
- Provided high-stakes media relations, messaging, and digital organizing support to the Ohioans United for Reproductive Rights coalition, aiding the successful passage of the Issue 1 constitutional amendment in November 2023.
- Orchestrated digital marketing to promote the new telehealth "Virtual Health Center," which achieved the highest patient volume in under six months and was selected as Planned Parenthood Federation of America's national marketing case study and success model for all affiliates.
- Managed a \$950,000 budget for print collateral, staff salaries, multi-channel marketing, public relations, and event sponsorships.
- Recruited and grew the "MarCom" team from 2 to 7 and emphasized collaboration, professional development, and career growth.
- Oversaw the creation of fundraising collateral including 17 community one-pagers, 5 major donor impact reports, 2 fundraising galas, a Case for Support, the annual report, and 6 annual fund mailers which exceeded the direct mail fundraising goal by 22%.
- Implemented Wrike, a project management software, to establish cross-functional workflows and manage 100+ projects.

Communications Director

September 2022 – November 2022

Planned Parenthood of Greater Ohio | *Remote, Ohio*

- Established a strategic communications plan with a comprehensive editorial and events calendar, creating increased collaboration amongst cross-functional team.
- Led writing for internal/external communications, crafting executive memos, talking points, video scripts, and press releases.
- Oversaw the rapid crisis response plan for the organization in collaboration with the safety department lead.

Marketing & Communications Director

June 2019 – September 2022

Cincinnati Parks Foundation | *Hybrid Remote in Cincinnati, Ohio*

- Spearheaded a brand refresh defining visual style, brand voice, and enhanced storytelling in communications which supported increasing individual donations by 15%.
- Led the design of a new website and implemented new digital fundraising tools which increased monthly recurring gifts by 233%.
- Produced all print and digital fundraising materials which supported exceeding the 2021 events fundraising goal by 17% and supported the Development team with database management, grants, and all other donor communications.
- Managed a \$100,000 creative budget, negotiating contracts and directing over 20 contractors.
- Fostered relationships with reporter, government leaders, unionized park employees, volunteers, donors, and the local community.
- Served as a spokesperson, representing the Foundation in public forums, media interviews, and at community events and crafted messaging for sensitive political situations involving public assets and limited lobbying.
- Created and directed the design of digital graphics and a web app ensuring accessibility and user-friendly design.
- Created programs that increased volunteerism and access to the outdoors for people of color and individuals with disabilities, winning awards such as the 12th Annual Governor's Award from the Ohio Parks and Recreation Association.

KATE GILLE

313-498-1845 • kate.gille7@gmail.com • linkedin.com/in/kate-gille • communi-kate.info • Cincinnati, Ohio

Communications Manager

October 2018 – June 2019

Cincinnati Parks Foundation | Cincinnati, Ohio

- Managed all digital channels and increased the average newsletter open rates by 52% through strategic CRM management, personalization and inbox placement, and implementing welcome and re-engagement tactics.
- Operated as the lead media contact, pitching stories or press releases, and provided executive leadership with media monitoring.
- Collaborated with the Events Manager to develop and promote 13 annual community/donor events and 2 major fundraising events.

Marketing & Communications Manager

August 2018 – July 2019

Cincinnati Parks, City of Cincinnati | Cincinnati, Ohio

- Established a content strategy that increased Instagram followers by 266% to over 20,000 in one year.
- Built, A/B tested, and implemented deliverability best practices for the monthly email newsletter with 40,000+ subscribers.
- Assisted in preparing reports for the Board, public records requests, and communicating complex information to the public.

Communications Manager

January 2017 – May 2018

Department of Forestry, Michigan State University | East Lansing, Michigan

- Curated publications and wrote original content which translated complex scientific concepts for wide audiences.
- Created social media and web content for the College of Agriculture and Natural Resources' "Our Table" program.
- Collaborated with the director of communications and department chair to define the department's value proposition and wrote and produced the promotional student recruitment video for the website.

EDUCATION

MS Marketing

May 2026

Specialization: Brand Communication in the Digital Era
University of Colorado Denver

BS Sustainable Parks, Recreation, & Tourism

May 2018

Minor: Environmental Studies & Sustainability
Michigan State University

VOLUNTEER LEADERSHIP

Marketing Committee Member

March 2021 – Present

Tri-State Trails | Cincinnati, Ohio

Board Member

January 2023 – June 2023

Groundwork Ohio River Valley | Cincinnati, Ohio

President

May 2022 – December 2022

Pleasant Ridge Community Council | Cincinnati, Ohio

Board Member, Southern Ohio Stewardship Coordinator

November 2019 – October 2021

Ohio Climbers Coalition | Remote, Ohio

NOTABLE AWARDS

Forty Under 40

August 2022

Cincinnati Business Courier | Cincinnati, Ohio

12th Annual Governor's Award for Parks and Recreation

February 2022

Ohio Parks and Recreation Association & Governor Mike DeWine | Cincinnati, Ohio

Marketing Innovation Award of Excellence - 2nd Place

February 2019

Ohio Parks and Recreation Association | Cincinnati, Ohio