

Kate Dougherty, BA

Headquarters: 14301 FNB Parkway West, Suite 100
Omaha, NE 68154

Remote Location: Raleigh, North Carolina

Office: (531) 895-4129

kdougherty@centerfornutrition.org

www.centerfornutrition.org

www.nutritionincentivehub.org

Education

2019 BA University of North Carolina at Chapel Hill, Chapel Hill, NC
Double Major in Psychology and Sociology
Graduated with Distinction

Professional Experience

Marketing and Communications Associate, Gretchen Swanson Center for Nutrition (GSCN)
Omaha, NE | September 2022 – Present

- Build and execute digital media strategy through research, messaging and audience identification
- Develop and review content for the GSCN newsletter, and promote across channels
- Create and assist with the design, development and support of responsive, accessible and dynamic webpages for GSCN and the Nutrition Incentive Hub
- Generate a language guide and toolkit of Diversity, Equity and Inclusion (DEI)-focused communications guidelines for internal and external use
- Maintain industry knowledge and awareness by participating in webinars, reading partner newsletters and monitoring social media
- Review the design, layout and formatting of electronic documents and ensure materials meet accessibility standards and 508 compliance
- Copywrite and edit content for marketing collateral, reports and other project deliverables

Social Media Coordinator, The College Review
Cleveland, OH | June 2022 – September 2022

- Developed and executed social media strategy across multiple social media channels to evolve online presence and increase community engagement
- Generated and published social media content that furthered the company's mission and increased brand visibility
- Evolved existing social media channels and build digital platform from scratch
- Wrote, designed, and distributed weekly emails and monthly newsletters
- Brainstormed innovative outreach strategies that increased brand awareness and drove new business opportunities
- Produced informative presentations and videos that demonstrated the company's services

Project Coordinator, Adaptive Testing Technologies
Chicago, IL | October 2020 – May 2022

- Developed B2B marketing strategies related to mental and public health to increase relevance to existing clients and build meaningful connections with new audiences
- Managed social media company pages and built the organization's LinkedIn presence from scratch
- Established a content publishing schedule for social media posts and monthly newsletters

- Created compelling, informative video vignettes to share the organization's story and mission
- Analyzed metrics to identify trends and inform future outreach projects
- Researched and incorporated current trends, topics, and health advocacy into strategy

Professional Experience (Continued)

Media Consultant, HotelMap

London, UK | September 2019 – April 2021

- Developed marketing and outreach strategies directly with the CEO to increase brand visibility
- Brainstormed creative ways to improve the company's online presence, increase social media engagement, and reach new audiences
- Identified key organizations to connect the CEO with to drive potential partnerships
- Addressed client requests and supported Contact Team

Software and Skills

Graphic Design: Canva, Adobe Creative Suite

Presentation Development: PowerPoint, Prezi

Web Design: Squarespace, WordPress, Umbraco

Newsletter: MailChimp, Constant Contact

Social Media: Sprout, Hootsuite

Video Production: CyberLink PowerDirector, Adobe Creative Suite

Project Management: Monday.com, Mavenlink