

KATHRYN BROWN

STRATEGIC COMMUNICATIONS LEADER

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PROFILE

Communications leader with a demonstrated history of developing innovative and successful strategic campaigns from concept to completion that drive engagement and deliver results. I excel at partnering with stakeholders to develop inspiring strategies and engaging promotional content. Adept at leading cross-functional teams, I thrive on collaborating for solutions and cohesive messaging. Colleagues appreciate my ability to build clarity and alignment, create efficiencies, and cultivate teamwork.

PROFESSIONAL EXPERIENCE

Principal / Owner

4/2019-Present

KCB Communications | Communications consultancy

Denver, CO

- Partnered with clients to lead strategy and execution of cross-channel communications projects: annual reports, press releases, website content, advertising, webinars, newsletters, social media campaigns, videos, technical writing for learning platforms, presentations, and print materials.
- Researched, developed, and implemented integrated communication campaigns; evaluated results and analytics to inform and evolve future strategies for optimization.
- Managed media relations, including developing relationships with key reporters, writing press releases, pitching stories, preparing subject matter experts for interviews, and serving as spokesperson when needed.
- Primary clients: KONZA National Network, Phil Weiser for Colorado Attorney General, State of Colorado Office of Economic Development & International Trade, University of Colorado Denver Business School – Executive MBA Program, and Sitecore.

Director of Marketing / Marketing & Communications Consultant

4/2022-12/2024

KONZA National Network | Non-profit health information exchange

Remote

- Developed and executed a comprehensive marketing and communications plan to amplify brand recognition, support sales growth, and create alignment with the organization's goals.
- Conducted market and industry-specific research; provided project management, copywriting, and editing to successfully launch a new, robust website with improved resources and content for diverse stakeholders. Increased organic website traffic by 65% the first month following the launch.
- Drove impactful multi-channel communication campaigns, including newsletters, webinars, social media, emails, and other outreach efforts, ensuring cohesive execution.
- Increased reach and attendance at Quarterly Membership Webinars through cohesive digital communication campaigns, achieving a 60% rise in participant numbers.
- Collaborated across teams to create go-to-market materials for three new products to reach target audiences and highlight product strengths.
- Forged and fostered strategic partnerships with external stakeholders to collaborate on strategic marketing collateral, joint webinars, and speaking engagements at conferences.
- Leveraged analytics to assess campaign ROI and success and to identify optimization opportunities.
- Managed marketing budget, ensuring fiscal responsibility and efficient allocation of resources to maximize campaign impact and ROI.
- Monitored marketing metrics, reporting on actionable insights to executive leadership.
- Managed and mentored the graphic designer, providing support to achieve performance goals.

PROFESSIONAL EXPERIENCE (continued)

Director of Communications & Senior Policy Advisor Director of Communications & Campus Outreach

7/2016–4/2019

7/2013–6/2016

Auraria Campus | State of Colorado agency

Denver, CO

- Developed and implemented strategies and integrated campaigns designed to educate and engage the Denver community and a diverse campus of 45,000 students and employees about the campus' services, programs, and initiatives driven by DEI, accessibility, and belonging.
- Led 16 departments through a comprehensive strategic planning process to develop communications plans for each, resulting in cohesive branding across all channels.
- Cultivated trusted partnerships with campus leaders and constituents from University of Colorado Denver, Metropolitan State University of Denver, and Community College of Denver by leading a campus-wide committee that identified communications issues and opportunities, brainstormed creative solutions, and executed strategies to meet committee's objectives.
- Standardized and simplified project intake and project management processes, enabling the completion of 60 communications projects on average per month.
- Developed and produced a consistent, engaging suite of cross-channel communications materials: annual reports, brochures, digital newsletters, web content, social media, photo/video shoots, and digital and print signage.
- Managed brand and identity to deliver a consistent and inclusive public image across all media.
- Assessed effectiveness of messages, materials, and channels on an ongoing basis; evolved strategies for optimization based on analytics and results.
- Provided emergency outreach and crisis communications, managing media relations to effectively address and mitigate issues.
- Managed communication and marketing budgets to guarantee fiscal responsibility and ROI.
- Oversaw campus policy program—reviewed policies to ensure all were current and accurate, researched policy gaps and opportunities, made recommendations for policy changes, and guided departments through the required policy approval process.
- Led and fostered the integrated marketing and communications team of four full-time and three part-time staff with oversight of project management, performance, and career development.
- Named Manager of the Year for the Auraria Campus in 2018.

Marketing and Communications Director

1/2013–7/2013

Auraria Library | Auraria Campus

Denver, CO

- Responsible for the direction and design of marketing and communication strategies to develop awareness of and engagement with the library's services, collections, and initiatives.
- Performed benchmark research and developed an integrated marketing and communications plan with strategies, initiatives, and measurement metrics to meet the library's strategic goals.
- Planned engagement events, including lecture series, seminars, and workshops for students and faculty to connect information and research with curriculum and learning.
- Oversaw crisis communications planning and response.
- Managed two staff members who were responsible for market research, graphic design, and materials production.

EDUCATION

University of Colorado–Boulder BA, Communication

- Dean's List
- Phillip K. Tompkins Award for Outstanding Undergraduate Achievement
- Teaching Assistant, Cross-Cultural Communication
- Member, Eta Phi Chapter of Lambda Pi Eta, Communication Honors Society
- Vice President and President, Communication Club
- Semester abroad in Barcelona, Spain through Portland State University

RELATED EXPERIENCE

Denver Academy (2023-present):

Buddy Family Program volunteer to support new students and their families; admissions liaison volunteer for prospective families

Girl Scouts of Colorado (2017-2020):

Troop leader and mentor for 15 girls

Downtown Denver Partnership

(2015): Selective DDP Leadership Development Program with expert workshops, experiential learning projects, and professional relationship building

Smart-Girl (2012-2013): Marketing and Development Committee Member for the nonprofit organization that empowers adolescent girls to make smart choices

Copper Nickel (2009): Advisory Board Member for the literary journal published by students of the University of Colorado Denver

Cantabile (2000-2002): Advisory Communications Board Member for the non-profit choral group

PROFESSIONAL EXPERIENCE (continued)

Director of Alumni Relations

University of Colorado | Law School, Dean's Office

10/2011–12/2012

Boulder, CO

- Cultivated relationships with alumni via one-on-one meetings, through newsletters, social media, events, the website, and the biannual alumni magazine, Amicus.
- Managed the efforts of the 28-member Law Alumni Board by serving as the primary liaison, ensuring strong and productive relationships among its members with academic leadership.
- Solicited sponsors, promoted, and planned programming and communication materials (award videos, invitations, signage, and the presentation) for the annual alumni awards fundraising dinner; increased attendance and sponsorships by 12% despite a down market.
- Managed the annual reunion and homecoming program by collaborating with reunion organizers on class receptions, fundraising support, communication, and promotion of events.
- Collaborated with the Director of Development to increase the alumni participation rate in the annual fund appeal; assisted in identifying and qualifying alumni prospects for gifts.
- Managed three staff members who were responsible for alumni research and database development, event planning, and coordination of continuing education courses.

Marketing and Communications Manager

University of Colorado Denver | Liberal Arts & Sciences

12/2004–9/2011

Denver, CO

- Responsible for the direction and leadership of marketing and communication strategies that maximized awareness of the college, its departments, and programs.
- Created and edited an award-winning alumni magazine, which earned Silver and Bronze awards by the Council for the Advancement and Support of Education, and two Awards of Excellence by the University and College Designers Association.
- Led 20 departments and programs through an extensive website redesign successfully in four months; managed ongoing web content to ensure consistent messaging, relevance, and audience engagement.
- Organized community outreach efforts including lecture series, workshops, and sponsorships to gain exposure and build relationships with students, faculty, alumni, and the Denver community.
- Established the inaugural Dean's Advisory Council to engage alumni and donors; managed volunteer membership, meetings, and events.
- Developed new promotional materials, including an e-newsletter, blog, departmental brochures, and social media platforms.