

# Kat Bundy

kat@katbundy.com • 276.701.9023

## Special Skills

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- Google Analytics
- WordPress
- Adobe Creative Suite
- AP Style
- Strategic Planning
- SEM and SEO Marketing
- Content Development
- Client Relationship Management
- Creative Team Management
- Sales Development Strategy

## Relevant Experience

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- Feb. 2021-Present**    **Owner**—Kat Bundy Strategic Marketing
- Develop all business strategy and sales development
  - Build relationships with clients
  - Execute various marketing services including social media management, copywriting, strategic media relations, web development and more.
- May 2021-Present**    **Marketing Contractor**—Cumberland Marketing, Kingsport, TN
- Complete a monthly scope of work on behalf of the agency including client relations, website management, social media content production, and departmental management functions.
  - Complete special projects on a commission basis including media placement, media strategy development, web development and copywriting.
- Dec. 2019-May 2021**    **VP of Marketing**—Cumberland Marketing, Kingsport, TN
- Oversaw and facilitated the continuing success of all marketing functions, operating as the second in-charge to the company owner
  - Managed creative teams and production schedules for 10+ individuals with varying responsibilities
  - Developed new sales tactics and pipelines for the agency and client accounts
  - Fostered overall agency growth by recruiting new potential clients and ensuring client satisfaction
  - Lead staff recruiting efforts interviewing qualified candidates and making recommendations for final staff selection
  - Engineered logistical systems for the optimal management of teams, projects, and client workflows
  - Participated in budgeting and goal setting for the agency
- Aug. 2018-Dec. 2019**    **Director of Production & Strategy**—Cumberland Marketing, Kingsport, TN
- Managed graphic design, website development, and social media production schedules for 5+/- employees
  - Determined measurable goals for optimal productivity among social media teams and channels
  - Create client budgets, media plans and strategies designed to meet B2B and B2C sales goals
  - Monitor the success of strategies and tactics on an ongoing basis, making adjustments as needed to ensure the maximum ROI possible

- Participate in staff recruiting efforts including interviews and candidate selection

- July 2017-Aug. 2018**    **Digital Strategy Manager**—Cumberland Marketing, Kingsport, TN
- Developed strategy for and implemented all agency media purchases including selection of mediums, channels, and tactics
  - Analyzed, interpreted, and reported on all social media strategy, media purchases, SEO projects, and campaigns for the agency as a whole
  - Utilized Google Analytics, Yoast, and Moz Pro to track and optimize campaign metrics to ensure overall effectiveness and advantageous return on investment
  - Administrated client budgets, expenditures, and project completion timelines to ensure client satisfaction
  - Oversaw website construction, design, and content generation for all web development contracts within the agency

- Jan.-July 2017**    **Account Executive**—Cumberland Marketing, Kingsport, TN
- Managed client contracts, projects, and creative needs
  - Coordinated with creative team members to plan and execute advertising campaigns
  - Recruited new clients, drove sales initiatives, and promoted a positive agency reputation
  - Established and executed social media initiatives and analyzed results to ensure benchmark goals were met

- Feb. 2015-Dec. 2016**    **Marketing and Communication Specialist**—Barter Theatre, Abingdon, VA
- Implemented marketing strategies promoting shows, education programs, special events, and the professional acting company
  - Cultivated media, business, advertising, and community relationships across the region
  - Drove social media and web traffic with creative content management and design to facilitate brand awareness and generate sales
  - Managed projects for print publications, ad sales, community events, and media appearances
  - Assisted in the management of a department budgets to enable successful return on investment
  - Acted as an interim department leader for a six-month period

## Education

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- 2014**    **Appalachian State University, Boone, NC**
- Bachelor of Science in Communication—Major in Public Relations
  - Bachelor of Arts in English—Major in Creative Writing

## Community Involvement

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**2020-Present**    **Secretary for the American Advertising Federation, Northeast Tennessee**

**2019-Present**    **Public Relations Chair and Corresponding Secretary for Girls Inc. of Bristol**