

# KAT BUNDY

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## NOTEWORTHY SKILLS

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- Integrated Strategy Development
- Creative Resource Management
- Process Engineering
- Copywriting
- AP Style
- Media Strategy
- Adobe Creative Suite
- Google Analytics
- WordPress

## HIGHLIGHTED EXPERIENCES

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- 09/2021-Present     **Marketing Operations Director, Strategy & Creative** | American Cancer Society
- Manage the creation and implementation of national marketing materials for Masterbrand activations including awareness months, paid media initiatives, and landmark fundraising opportunities including Giving Tuesday, Giving Day, and end-of-year campaigns
  - Draft strategic recommendations for priority marketing activations in partnership with the VP, Marketing Masterbrand
  - Develop and expand asset management and process documentation strategies among the creative and project management teams
  - Coordinate the creation and implementation of visual assets associated with the brand refresh, establishing sustainable processes, ensuring consistent quality, and managing creative resources
  - Engineer asset distribution strategies, providing marketing materials to regional and volunteer partners
  - Direct the production of creative assets for the alliance team's lead generation campaign
  - Source and manage agency partnership opportunities
  - Develop communications and correspondence for the director of executive communication serving CEO, Dr. Karen Knudsen
  - Provide supplementary copywriting services as requested
- 02/2021-Present     **Owner & Operator** | Kat Bundy Strategic Marketing, Bristol, TN
- Develop and implement paid media strategies for multiple clients in highly regulated industries including a full-service commercial airport and a utilities cooperative
  - Provide earned media and copywriting services to clients including a major financial institution representing more than \$2.9 billion in assets and 30+ locations in three states
  - Facilitate the expansion of small brands, including startups and 501(c)(3) organizations, through strategic planning, brand positioning, and audience insights
  - Source, contract, and compensate collaborative partners as needed including designers, web developers, photographers, and videographers
  - Manage all essential business functions including financial projections, client acquisition, and execution of services
- 12/2019 - 05/2021     **VP of Marketing** | Cumberland Marketing, Kingsport, TN
- Directed all marketing and creative functions, optimizing organizational structure
  - Managed ±10 direct reports with varying responsibilities
  - Engineered logistical systems for the optimal management of teams, projects, and clients
  - Developed new sales tactics and lead generation opportunities for both the agency and client accounts
  - Participated in agency budgeting and goal setting
  - Led staff recruiting efforts interviewing qualified candidates and making recommendations for final staff selection

- 08/2018 - 12/2019 **Director of Production & Strategy** | Cumberland Marketing, Kingsport, TN
  - Integrated marcom and creative teams, diminishing silos to improve productivity
  - Managed graphic design, copywriting, website development, and social media functions with ±5 direct reports
  - Created client budgets, media plans, and strategies to meet B2B and B2C sales goals
  - Monitored tactical activations, optimizing ROI and increasing client retention rates
  - Participated in recruiting efforts including interviews and candidate selection
  
- 07/2017 - 08/2018 **Digital Strategy Manager** | Cumberland Marketing, Kingsport, TN
  - Elevated website development and management services by standardizing process documentation, development timelines, and cost estimates
  - Created agency-wide analysis and reporting procedures for social media, paid media, SEO, and campaign-based client accounts
  - Developed and implemented all paid media strategies
  - Selected and implemented marcom tools to optimize and modernize agency functions
  
- 01/2017 - 07/2017 **Account Executive** | Cumberland Marketing, Kingsport, TN
  - Recruited new clients and drove sales initiatives, generating a \$250k+ increase in revenue
  - Analyzed key performance metrics, setting client performance goals
  - Coordinated with creative management to develop and execute advertising campaigns
  - Managed client contracts, budgets, projects, and creative needs
  
- 02/2015 - 12/2016 **Marketing and Communication Specialist** | Barter Theatre, Abingdon, VA
  - Implemented strategic promotions of shows, education programs, and special events
  - Increased social media and web traffic through strategic content development, resulting in increased ticket sales
  - Expanded earned media outreach and coverage
  - Generated ad sales revenue
  - Fostered organizational growth through community and business partnerships and advertising trade programs
  - Assisted in the development and management of a departmental budgets
  - Acted as interim director of marketing for a six-month period

## COMMUNITY ENGAGEMENT

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- 01/2022 - Present **Fundraising Liaison - Executive Committee** | Girls Inc. of Bristol
- 07/2021 - Present **Public Relations Advisor - Capital Campaign** | Girls Inc. of Bristol
- 12/2019 - Present **Public Relations Chair & Board Member** | Girls Inc. of Bristol
- 06/2020 - 12/2021 **Corresponding Secretary - Executive Committee** | Girls Inc. of Bristol
- 07/2020 - 05/2021 **Secretary** | American Advertising Federation, NETN
- 08/2018 - 05/2021 **Committee Member - American Advertising Awards** | American Advertising Federation, NETN
  - For additional details about my volunteer positions, please [visit LinkedIn](#).

## 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