

Kat Bundy

kat@katbundy.com • 276.701.9023

Key Achievements

- **American Cancer Society** – Led strategy and implementation, including development of *'The 15-Second Effect'* which won ACS the largest share of voice on Giving Tuesday 2023 and **exceeded goal by 31%**
- **Tri-Cities Airport (TRI)** – Led creative strategy and paid media implementation of *'Fly Local'* campaign, recognized as an Airports Council International award finalist
- **Bristol TN/VA Community Center** – Developed and executed capital campaign marketing plan, successfully raising more than \$1.8 million
- **Girls Inc. of Bristol** – Partnered to implement donor management system, rollout comprehensive fundraising strategy, and hire first-ever dedicated fundraising staff

Relevant Experience

American Cancer Society®

**Senior Marketing
Manager, ACS Brand
Strategy**
10/2022 – Present

- Co-lead enterprise-level strategic rollout of refreshed ACS brand identity
- Champion national brand governance and stewardship owning brand messaging, guidelines, and architecture
- Drive integrated, data-informed marketing strategies to grow revenue and diversify revenue sources
- Leverage brand storytelling to advance revenue-generating giving campaigns and contribute to increased brand familiarity
- Partner with creative and channel leadership to advance audience-driven content marketing strategy
- Recognized as a department top performing talent

**Marketing Operations
Director, Creative &
Strategy**
9/2021 – 10/2022

- Coordinated strategic and creative development of national marketing initiatives including Giving Tuesday, Giving Day, and End of Year fundraising campaigns
- Contributed to the development of strategic marketing plans
- Engineered improved amplification strategies
- Expanded asset management and process documentation strategies

Kat Bundy Strategic Marketing

Founder
2/2021 – Present

- Provide agency-quality strategic marketing services with measurable outcomes
- Solicit, develop and steward client partnerships – select organizations include a commercial airport, a utilities cooperative, and a \$3 billion financial institution with more than 25 locations across three states
- Partner with small non-profits to expand their marketing investment
- Independently manage all business operations and legalities

Cumberland Marketing | Kingsport, Tennessee

VP of Marketing
12/2019 – 5/2021

- Provided senior leadership to agency-wide marketing teams
- Cultivated collaborative culture and decreased employee turnover
- Led 10+ full time direct reports and ±3 contract team members
- Independently led staff recruitment and selection
- Decreased average project lifecycle, increasing overall productivity
- Managed marketing budgets and contributed to overarching business strategy

<ul style="list-style-type: none"> • Expanded paid media strategies – planned and purchased ±\$500k annually 	
Director of Production & Strategy 8/2018 – 12/2019	<ul style="list-style-type: none"> • Developed annual marketing plans for non-profit and for-profit clients • Managed marketing strategy, graphic design, web, and social media teams • Led ±5 full time direct reports and ±3 contract team members • Set measurable goals for client success and employee performance • Recruited full-time team members in collaboration with senior leadership • Developed paid media strategy growing placements to ±\$300k annually
Digital Strategy Manager 7/2017 – 8/2018	<ul style="list-style-type: none"> • Implemented agency-wide performance reporting standards • Developed metrics-focused strategies and data-driven sales tactics • Established agency-wide best practices for client engagement and retention • Doubled web services portfolio and expanded agency capabilities
Account Executive 1/2017 – 7/2017	<ul style="list-style-type: none"> • Developed client relationships and increased contracted sales, generating ±20% of total agency revenue • Expanded client roster and negotiated new business intake • Created and implemented strategy-driven marketing plans

Barter Theatre | Abingdon, Virginia

Marketing & Communication Specialist 2/2015 – 12/2016	<ul style="list-style-type: none"> • Designed and implemented strategic marketing initiatives • Collaborated with regional media, business, and advertising partners • Negotiated and executed partnership agreements with media sponsors • Multiplied social media and web traffic, increasing brand awareness, generating sales, and growing the donor file • Managed department budgets, evaluating return on investment • Championed dynamic pricing implementation and transition • Served as interim marketing team leadership
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Community Involvement & Recognition

2023	Steve Everhart Service Award for Outstanding Contributions to Girls Inc. of Bristol
2023	Tri-Cities TN/VA 40 Under Forty
2023 – 2024	Spring Forward Panelist – Appalachian State University
2020 – 2021	Secretary for the American Advertising Federation, Northeast Tennessee
2019 – Present	Executive Board, Public Relations Chair & Fundraising Liaison for Girls Inc. of Bristol

Education

Appalachian State University, Class of 2014

- Bachelor of Science in Communication – Public Relations
- Bachelor of Arts in English – Creative Writing