

# KATY KLINNERT

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## PROFILE

- Goal-oriented marketing professional with experience in nonprofit and for-profit organizations
- Driven, effective leader with an eye for detail as well as cognizance of the overall goal
- Proficient multi-tasker, ensuring efficiency and accuracy even in fast-paced environments
- Dedicated team member with a passion for finding solutions by thinking outside the box

## PROFESSIONAL EXPERIENCE

**Owner and Operator** 2024 - Present **McBob's Pub & Grill, Milwaukee, WI**

**Lead Chef and Owner** 2015 - Present **Katy's Cooking Tonight, Milwaukee, WI**

**Creative Marketing Manager** 2010 – 2015 **Time of Grace Ministry, Milwaukee, WI**

- Oversaw the design and implementation of new website and mobile applications in adherence with the ministry's strategic plan and strict budget, utilizing a cross-functional internal team and external vendors
- Managed the RFP and vendor selection process for new technology initiatives
- Prepare and provide regular strategic updates, reports, and presentations to the executive team and board of directors
- Worked with a team to create marketing concepts and new product launches, including direct mail packages, email campaigns, digital and print graphics, and television scripts
- Present at national conferences and events, training groups of 50-150 attendees on social media and marketing in ministry, sharing best practices and approaches
- Served as relationship manager for key corporate partners, including national and international consultants and vendors
- Implemented the organization's first internship program and now oversee marketing students each semester, providing them with real-world, hands-on experience for academic credit
- Created branded online communities on Twitter, Facebook, Pinterest, YouTube, and Instagram, and managed content creation, interaction monitoring, and statistical analysis
- Implemented Facebook advertising campaigns and targeted promoted posts, increasing followers by 42% in 2013 and 53% in 2014
- Thrive in virtual office environment, communicating effectively via conference and video calls

**Worship Leader** 2008 - 2022 **Atonement Church, Muskego, WI**

- Recruit, schedule, and lead more than 20 volunteer worship musicians in weekly rehearsals and worship services
- Manage paid musicians' scheduling, payment, and rehearsals for special services and events
- Serve on the Creative Worship Team, providing marketing expertise and assisting with implementation of new projects and events

**Shoe Selling Supervisor** 2010 - 2011 **The Bon Ton Stores, Inc., Milwaukee, WI**

- Achieved top ranking in new credit applications and top three ranking in sales in first quarter with the company
- Assisted customers store-wide as a Manager-On-Duty
- Trained and oversaw a team of more than 20 employees on the retail selling floor

- Exceeded monthly credit and sales goals in a competitive and fast-paced retail environment
- Assisted department manager with corporate visual standards for pricing and display

**Communications Specialist 2009 - 2010 Badger Meter, Milwaukee, WI**

- Coordinated national and regional trade shows, managing logistics and timelines for more than 50 events per year
- Planned executive client receptions, overseeing budget, timelines, and vendor communication
- Balanced new tasks and deadlines through a complete department overhaul
- Developed and implemented a marketing communications plan for new sales distributors
- Supervised external vendors, negotiating proposals and contracts, scope, and project budgets
- Collaborated with managers and vice presidents to prepare and provide presentations and reports to upper management
- Worked with regional and national sales managers to coordinate marketing collateral

**EDUCATION**

**Marquette University 2006 - 2009**

- B.A., Public Relations
- Magna Cum Laude Graduate
- Alpha Sigma Nu Academic Honor Society Alumnus
- Kappa Tau Alpha Mass Communications Honor Society Alumnus