

## KATIE GERMAIN

Somerset NJ 08873 • (732) 778-0147 • katielynngerman@gmail.com • katielynngerman.com

### OVERVIEW

Katie Germain is an experienced writer, editor, and director of integrated marketing with an eye for big-picture storytelling, hands-on management skills, and a commitment to user-centric content.

### RELATED EXPERIENCE

#### Rutgers University Foundation

New Brunswick, NJ

#### Senior Director of Marketing and Public Relations

Nov. 2016 – Present

##### Content and Marketing Automation

- Established first-ever marketing automation campaign at the foundation and implements ongoing campaigns.
- Evaluates content for user-centric messaging and coaches writing team to consider audience motivations.
- From May 2017 to Dec. 2018, served as interim director of content development team, stepping in as lead writer and editor and managing team of two writers.

##### Strategic Marketing and Brand Management

- Develops and supervises brand, messaging, and marketing strategies for alumni and donor events and programs.
- Coordinates publicity for major gifts to the university.
- Developed brand guide for the Rutgers University Alumni Association, including tone, voice, and style guidelines.
- Leads print and social media advertising efforts in alignment with data-based strategy.

##### Digital Strategy

- Directs all social media channels, websites, and email marketing for the foundation and alumni association.
- Successfully completed comprehensive redesign of Ralumni.com website.
- Led implementation and training plan for new event registration platform, CVENT.

##### Leadership and Supervision

- Supervises, motivates, coaches, and evaluates three marketing and PR professionals.
- Serves on senior management team to collaborate with other directors and lead the direction of the department.
- From Oct. 2017– Feb. 2018, served in interim associate vice president capacity, leading full department of 12.

#### Peddie School

Hightstown, NJ

#### Director of Marketing and Communications

Aug. 2015 – Nov. 2016

##### Strategic Marketing and Brand Management

- Established and implemented school-wide plan for growth through strategic communications.
- Led advertising campaigns for admission, external programs, and general brand awareness.
- Based on market research data, refined institutional positioning statements and developed messaging strategies.
- Ensured brand consistency across platforms and approved all branded collateral.

##### Public and Media Relations

- Managed all public and media relations efforts for the school.
- Led crisis communication planning efforts and implemented strategic responses to media and key stakeholders.

##### Editorial Oversight

- Oversaw editorial lineup and edited, proofread, and approved content for alumni magazine, the *Peddie Chronicle*.
- Wrote original content for publication in the *Peddie Chronicle*, the Peddie.org website, and other platforms.
- Managed the production of promotional brochures and other collateral to promote the school to key stakeholders.

##### Web and Social Media Strategy

- Developed institutional social media strategy and assessed emerging platforms for implementation.
- Spearheaded comprehensive redesign of the Peddie.org website, completed summer 2017.
- Managed vendors and internal staff to capture signature events via photography and videography.

##### Leadership and Supervision

- Realigned staff resources, hiring two new employees and managing a team of six communication professionals.
- Served on administrative planning team to guide the direction of the school.
- Managed \$325,000+ annual budget.

#### Rutgers University Foundation

New Brunswick, NJ

#### Director of Marketing and Public Relations

Aug. 2014 – Aug. 2015

##### Content Management

- Oversaw development of multimedia and print deliverables in alignment with strategic marketing plans.
- Developed and mined content and story ideas for print publications, e-newsletters, and social media.

## KATIE GERMAIN

Somerset NJ 08873 • (732) 778-0147 • katielynngermain@gmail.com • katielynngermain.com

### Strategic Marketing and Public Relations

- Developed and supervised marketing plans and messaging strategies for alumni and donor events and programs.
- Directed crisis communications procedures including messaging, tracking, and coordinating staff response efforts.

### Brand Management

- Led interactive sessions with key stakeholders to create a comprehensive brand message for the RUAA.
- Ensured consistency in messaging, branding, and visual identity for the foundation and alumni association.
- Developed detailed branding and messaging guides for high-profile initiatives.

### Web and Social Media Strategy

- Directed all electronic communications efforts for the foundation and alumni association (e.g., websites, e-newsletters, social media channels, online giving tools, event registrations, and email).
- Led Google Analytics and email tracking efforts to assess effectiveness of marketing initiatives.

### Leadership and Supervision

- Hired, supervised, motivated, coached, and evaluated three marketing and PR professionals.

### **Assistant Director for Integrated Alumni Communications**

Feb. 2013 – Aug. 2014

#### Writing and Editing

- Managed the production of all content in the Alumni Notes section of *Rutgers Magazine*, including budget oversight, articles, artwork, mailing list, and class notes.
- Edited, proofread, and wrote original content for electronic and print marketing materials.

#### Strategic Marketing and Public Relations

- Developed and implemented marketing plans and messaging strategies for high-level events and programs.
- Wrote and distributed press releases to promote signature events and initiatives.

#### Leadership and Supervision

- Supervised communications assistant in the management of digital marketing systems.
- Coordinated class correspondent program, serving as staff liaison and editor to 70+ volunteer alumni columnists.

### **Editorial/Media Specialist**

Oct. 2010 – Feb. 2013

#### Web Management and Design

- Managed information architecture and all visual and written content on Ralumni.com and mobile platform.
- Created original artwork and content for microsites, emails, social media promotions, and videos.
- Trained and provided support for staff partners working in content management system.
- Monitored Google Analytics for Ralumni.com and reported on site statistics and email metrics.

#### Leadership and Supervision

- Managed all administrative and interpersonal aspects of alumni communications internship program.

### **Saint Peter's University**

Jersey City, NJ

### **Assistant Director of Web Strategies and Communications**

Jul. 2009 – Oct. 2010

#### Web Management and Design

- Launched key marketing and enrollment strategies on website and across social media platforms.
- Administered content management system; determined information architecture and site navigation.
- Provided training and support for departmental page owners.
- Developed graphic design, copy, photography, and multimedia content.

### **National Center for Learning Disabilities**

New York, NY

### **Program Associate**

Jun. 2006 – Jul. 2009

#### Strategic Marketing

- Managed production of two monthly email newsletters; collaborated on LD.org website redesign.
- Contributed to the creative development of fundraising marketing campaigns.

#### Leadership and Supervision

- Managed all administrative and interpersonal aspects of internship program and Anne Ford Scholarship Program.

## EDUCATION

### Rutgers University

MFA, Creative Writing

### Purchase College, SUNY

BA, Creative Writing

*Magna Cum Laude*

## SKILLS / MEMBERSHIPS

MS Office Suite

HTML / CSS / CMS

Google Analytics

Social media marketing

Public Relations Society of America

## INTERESTS

Avid runner

Short fiction author

Knitting/crocheting

Toastmaster