

Catherine Krueger Sullivan

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Accomplished writer and diplomatic communicator with a proven ability to foster enduring relationships and ensure exceptional customer experiences. Renowned for delivering high-impact results and supporting senior business leaders through precise and effective written communication. Resilient problem solver adept at anticipating challenges, navigating complexities, and adapting to dynamic environments with ease. Meticulous organizer, team leader, and project manager skilled in coordinating stakeholders and resources to deliver on-time, on-budget outcomes.

AREAS OF EXPERTISE

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|---|--------------------------|---------------------------|
| • Writing & Storytelling | • Culture Management | • Creative Content |
| • Project Management | • Event Management | Development |
| • Relationship Building | • Process Improvement | • Community Outreach |
| • Strategic Communications | • Communication Planning | • Annual Budgeting |
| • Problem Solving | • Calendar Management | • Internal Communications |
| • Board/Customer/Investor/
VIP Relations | • Brand Marketing | |
| | • Public Relations | |

EXPERIENCE

Owner Pink and Green, llc, Virtual, March 2023- Present

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| • Self-Regulation Culture Course Creation/ Direction/Writing for Hawaiian Preparatory Academy Parents/Teachers/Students | (Compass Rose Continued) Copy/Script Writing (147 page circulation projected 1000) |
| • Ghost Writer Co-Collaborator on Book: "Welcome to Network Marketing" with Eric Worre 2024 | • Magazine Articles, Press Releases, Web Copy, Manuals, Ads, Scripts, Q&As, Management of Creative Freelancers for Loren Lahav 2023-2024 |
| • Speech Writer (Keynote and TED Talk), Client List 80 speakers | • Support 8 Women Panel for LA Tribune's Leadership Week 2024 |
| • Executive Creative Director/PR for Virtual/ Live Experience: "Own Your Worth" by Loren Lahav, March 2023 and March 2024 | • Website Development, 10 Clients |
| • SPEAKER INTENSIVE: Creator/Facilitator/ Instructor/PR/Sales October 2023, February 2023 & July 2024, October 2024 | • Social Media Strategy, 10 Clients |
| • True Legacy Collective: PR/Brand Direction, Sales, Web Creation, Facilitator/ Instructor/Creator (\$20,000x36) | • Co-Collaborator on Book: "True" for Loren Lahav (will have a byline) 2023 |
| • The Compass Rose: Community Creator/ Coach/Article Writer/Promotional | • Co-Collaborator on Book: "The Nugent Experience" for Marc Nugent (will have byline) 2023 |
| | • Scripts for Russell Brunson 2023 |

NUGENT JEWELRY, Colebrook, NH 2023-2024

Director Strategic Communications

In collaboration with the President/CEO, managed the Strategic Communications team while creating strategic multi-level plans integrating complex communication and streamlining flows. Installed a framework for capitalizing on all external outreach and press opportunities/channels

with the outcome of positioning Nugent as an integral leader in the semi-precious stone marketplace.

- Marketing Team liaison, ensuring cohesive support of President/CEO
- Managed Strategic Communications Team including freelancers and agency relationships
- Developed messaging in support of Nugent Jewelry communication outcomes with Hubventory and Fashion Industry attending Fashion Week in Atlanta
- Managed internal and external communication regarding partners, clients, capabilities, and technologies. Managed relationships and creatively directed agency partners in production of social media campaigns, video programs, infographics, print projects, and other creative external affairs and campaigns.
- Press Release writing and dissemination in industry and local press.
- Lead the integration and positioning of the CEO's brand and message across all channels.

PROJECT KITTY HAWK, Chapel Hill, NC 2022-2023

Senior Strategic Communications

In collaboration with the President/CEO and Chief of Staff, managed the Strategic Communications team while creating strategic multi-level plans integrating complex communication and streamlining flows. Installed a framework for capitalizing on all external outreach and press opportunities/channels with the outcome of positioning PKH as a service for the state of North Carolina, the UNC System, and the North Carolina Workforce.

- People Ops and Marketing Department liaison, integrate vision of People Ops and guide strategic employee communications employing consistent messaging across platforms
- Marketing Team liaison, ensuring cohesive support of President/CEO's vision with the guidance of Chief of Staff
- Managed Strategic Communications Team including freelancers and agency relationships
- Worked with UNC System to expand audiences and establish solid relationships within the System Institutions, Board of Governors, and Board of Directors in addition to federal initiatives.
- Developed messaging in support of PKH outcomes with Strategic Governance Outreach aiding in internal and external communication regarding partners, clients, capabilities, and technologies.
- Managed relationships and creatively directed agency partners in production of social media campaigns, video programs, infographics, print projects, and other creative external affairs and campaigns.
- Built and maintained strong collaboration with the NC Chamber of Commerce and other social and professional networks within the state effectively ensuring alliance successes within the state's workforce.
- Lead the integration and positioning of the CEO's brand and message across all channels.

PRUVIT, Louisville, KY 2015-2017

Creative Director

Collaborated alongside CEO and CEO's wife to internationally launch product. Wrote, produced, and directed 3000-5000 person international leadership events. Created 28-weekly "fireside-chat-phone addresses" for CEO, produced 8-webinars as well as company newsletters and copy for company procedure documents and handbooks. Managed internal personnel and freelancers. Mentored lead sales team and health practitioners in

communication and leadership skills. Provided back-office content support to physician/VIP relations.

- Responsible for the production of 6-National Leadership events with 5000+ attendees.
- Pruvit TED Talk Speaker Course: researched, wrote, and trained personnel how to speak publicly.
- Drafted over 52 speeches and all company outreach.
- Crafted scripts & collaborated on production of films with Catalyst Productions and Brelin Tilford.
- Collaborated on podcast production, magazine production, social content, APP content, and parallel market/business/relationship development.
- Engaged in proactive problem-solving to reduce barriers impacting successful outcomes.
- Organized, developed, and maintained professional communication and community partnerships.
- Developed resource management and program development programs for internal and external clients.

EVENT PRODUCTION EXPERIENCE

MOUNTAIN VIEW GRAND RESORT & SPA, Whitefield, NH (Hay Creek Property) 2022
Event Coordinator

Responsible for planning, support, and execution of weddings, Hay Creek corporate events, and regional community outreach. Work closely with the client to ensure event success. Manage vendors, coordinate with other wedding professionals (e.g., photographers, musicians, and florists), and oversee any number of other tasks related to ensuring that everything is perfect for 200-person formal functions (sometimes coordinating 3-events at the same time).

ADAM ACE, Virtual 2020 – 2021

Virtual Event Production Consultant

Produced 416 virtual national Comedy shows for college students during COVID shut-down with top-level comedians.

- Assisted comedian in research for 6-different shows to offer clients variety and fresh shows seasonally.

HEALTH DIMENSIONS, SanDiego, CA 2001-2002

Event Coordinator

Event production, inside sales, corporate client relations, speaker support, writing, annual plan/budget creation, speaker bureau creation, magazine copy, website strategy/copy, direct mail campaigns.

- Produced 156 (300+ person) events for Southern California's Fortune 500 companies, governments, and hospitals.

CONTENT DEVELOPMENT EXPERIENCE

ROBBINS RESEARCH INTERNATIONAL, San Diego, CA 2003 – 2006

Creative Content Development

Content development for live events as well as virtual and recorded products. Responsible for implementation of script, timeline, and product plan. Liaison to the Marketing Department responsible for web copy, blogs, and weekly newsletters. Wrote a feature article published in Architectural Digest. PowerPoint and curriculum development and manual production. Evaluated project/program effectiveness. Consulted and wrote copy for brochures and sales support. Contributed to book project and infomercial script and production.

- Oversaw content and budget for Date with Destiny and Platinum Partner events.

- Created content, researched, produced, and budgeted first-ever virtual event: Relationships Seminar.
- Managed content, production, and collaboration of Robbins-Madan Films, which is still integral to instruction of RRI/R-M's coaching practice to this day.
- Assisted Tony Robbins with daily business transcription, calendar and plan management, letter writing, and communication with VIP clients.

PUBLIC RELATIONS EXPERIENCE

SPLEASH, San Diego, CA 2020 – 2021

Public Relations Consultant

- Developed strategic communication calendar for product launch and growth plans. Created press kit including: press releases, blogs, biographies, and web copy. Attended virtual trade shows. Supported CEO for influencer and press interviews. Assisted in customer relations when the product was delayed to market in production and transport due to COVID.

BURSON-MARSTELLER, San Diego, CA 2001-2002

Public Relations Coordinator

Contributor on the Sony Electronics account. Created print and broadcast pieces, executed product launch promotions & events, drafted press releases, prepared pitch letters, identified and pitched media opportunities, ran client interviews and press Q&A, organized press tours and media events, identified media and product placement opportunities.

- Key contributor on the product launch team for the Sony eVilla.
- Wrote, produced, cast, and directed theatrical event that launched product from stage.

FREELANCE EXPERIENCE

Creative Consultant SKYEYE Network, Virtual 2019 – 2021

Created a video sales product with the CEO. Wrote speeches and prepared PowerPoints for events. Developed curriculum with the CEO. Developed project plans and timelines for production. Collaborated on a chapter in the Amazon best-selling book: "Short, Sweet, & Sacred."

Communications & Events Creative Consultant, Various, Virtual 2006-2015

Ghostwriting, communication for Continental Airlines Pilot-Executives, project plan creation, communication calendar creation, press releases, PowerPoint creation, brochure creation, web copy, blogs, newsletters, catalog creation, fashion show support, script writing, trade show support, key-note speech writing, retreat creation and on-site support.

CIVIC INVOLVEMENT

Due to my extensive philanthropic work that relates to this position, we are re-positioning this information.

2023 TEDX Speaker Coach, Breckenridge CO, 2 Speakers:Inspire

2020-2021: Marine Test and Evaluation Squadron, VMX-1 Command Team Advisor

- Drafted 18-newsletters and executed 9 virtual events during COVID shut-down of in-person activities.
- Design and implement programs in accordance with the needs of the community taking into consideration guidance of USMC agency priorities as well as the guidance of Commanding Officers in the chain of command.
- o Seminar Creation for Young Marines and Families on the following topics
- Financial Management
- Deployment//Stages of Grief Management
- Leadership Skills
- Family Communication Resources

- Relocation Emotional Support for Spouses and Families
- Career Counseling and Post-Military Service Integration, Career Skills, Resume Development, Interview Techniques, Writing Seminars, College Counseling
- 2014-2021: Girl Scout Leader
- Daisy Scouts and Cadet Scouts
- o Anacostia, Washington DC
- o Colebrook, New Hampshire

2017-2019: USMC Commandant's Department of Safety Volunteer

- Collaborated with the Director of Safety to draft monthly newsletters distributed to 190,000 marines over a 2-year period.
- Oversaw community development with the outcomes of suicide prevention, substance abuse prevention, motor accident prevention, on-the-job safety, crew resource management, domestic violence prevention.
- Planned department social outings for Marines, civilians, and families.
- 2014-2016 Cherrydale Citizens Association
- Collaborated with business leaders and citizens to reinstate and produce the town's 3-annual events.
- Liaison to build a stronger BBB presence in the city and attract businesses to the community.
- Worked with the committee and State to bring traffic lights to a street where a high school is located.
- Lead peaceful community negotiations surrounding local dissatisfaction with a prospective business.
- Fundraising
- 2014-2016 Arlington VA Youth Basketball Coach
- Elementary-aged boys' team.
- 2014-2016 National War College Board
- Collaborated with international students and spouses to develop a stronger community.
- o Building Symposium Program for Spouses to Attend Courses
- o Events to Integrate Spouses and Families into the National Capitol Region
- o Competitions to foster Community Development around Service Members and Family Members
- o Fundraising
- 2012-2014: Marine Fighter Attack Squadron, VMFA-232 Command Team Advisor
- Ensure resource allocation successfully implementing on-budget programs in a supervisory role: 12-"Feed the Troops" 500-1000 person lunches, 12-volunteer coordination of food pantry, 12x60 leadership "Devil Pup Camp" nights for base officer's children, golf tournament, silent auction, 6x2000 person gala events, leadership of 36 family readiness events serving 500 families, Santa Drop Christmas Eve for 2000 + families, secured food for 500+ families when the government did not pay troops because of a banking error, 12-philanthropic projects for families including veterans homes and homeless programs, 25-small group leadership development clinics, 50 small group social events to foster camaraderie. Career/College Counseling for transitioning Marines and Spouses: Resume Building, Interview Techniques, College Program Counseling, College Essay Courses, Cover-letter Consulting, and Opportunity Connection for Spouses.
- 2010-2011: MAWTS-1 Executive Command Team Advisor
- Coordinated family programs and leadership development opportunities for Marines and families with content ranging from financial support, substance abuse, domestic violence awareness, and literacy campaigns, as well as book clubs, toddler meet-ups (etc.) to support a full-wheel wellness model for members of the squadron.

EDUCATION

UNIVERSITY OF LYNCHBURG, Lynchburg, VA
Bachelor of Arts, Communications

- Key extracurriculars and accomplishments: Involving Leaders Scholarship/ Basketball/ Alumni Office Events/ Chaplain's Office / RA/ Student Senate/ Orientation Staff President/ Kappa Delta VP Education & Social Chair / Lynchburg College Fund/ Phenomenal Woman of the Year.
- The American Red Cross Internship
- Wrote, directed, cast, and produced a theatrical production to raise \$50,000 for Bedford, VA's WWII Memorial while running Safe Haven Community Program in a low-income housing neighborhood.