



# Katherine Kilduff

kkilduff.com



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## RECENT EXPERIENCE

### Creative Director

**Direct Marketing Solutions—Portland, OR**  
**November 2007–Present**

- Began 17-year tenure as a proofreader, and received numerous performance-based promotions to reach departmental co-lead status.
- Helped establish and cultivate the current internal creative agency within DMS, a previously production-only direct marketing enterprise.
- Compel people with nimble language artistry, pitch-perfect campaign conceptualization, end-to-end branding strategy, and full-scale integrated marketing.
- Head a team of 15 through art and copy direction, strategic brainstorming and collaborative hands-on training.
- Develop and deploy ROI-driven marketing campaigns for more than 100 clients, including Fortune 500 companies.
- Act as principal copywriter and chief editor for all DMS' agency-driven marketing efforts and internal projects.

### Lead Copywriter

**Vibeworx—Portland, OR**  
**July 2018–November 2020**

- Contract position to generate marketing content for Vibeworx digital branding agency clients.
- Copywriting services across all channels, including full websites, emails, blogs, brochures and letter packages.
- Instrumental in the integration of Vibeworx online reputation management platform, including the penning of a full e-guidebook and all ancillary collateral.
- Create response strategy and automated replies for online reputation management platform.

## PAST EXPERIENCE

### Editor

**Seaside Signal—Seaside, OR**  
**July 2006–November 2007**

Responsible for crafting an average of five articles per week, taking a majority of the photographs, designing 14 pages, public relations and overall copy editing of the weekly publication.

### Editor

**Bigfork Eagle—Bigfork, MT**  
**January 2003–July 2006**

Responsible for crafting an average of five articles per week, taking a majority of the photographs, designing an average of 10 pages, public relations and overall copy editing of the weekly publication.

### Staff Photographer

**Inland Valley section of the LA Times—Ontario, CA**  
**January 2000–May 2002**

Photographed a variety of assignments in a dozen Southern California communities.

### Pre-press specialist

**LA Times Community News—Costa Mesa, CA**  
**August 1999–January 2000**

Photoshop expert for nine community newspapers.

### Staff Photographer

**The Union—Grass Valley, CA**  
**May 1998–August 1999**

Photographed a variety of assignments in two northern California towns.

## ACHIEVEMENTS

Earned numerous first-place awards for reporting, design and photography from the Montana Newspaper Association. Led the Bigfork Eagle to three consecutive top honors for best weekly newspaper in the state. Also placed in four writing categories through the Oregon Newspaper Publishers Association.

## EDUCATION

BAs in print journalism  
and political science

**University of Montana**

- Graduated with honors May of 1998

## REFERENCES

**David Long ..... (503) 880-5203**  
Vibeworx Director of Creative Services

**Kim Cole Burgess .... (503) 758-7738**  
Former DMS Senior Account Manager

**Tom Greene ..... (208) 277-8873**  
Former Bigfork Eagle editor