

Mary Kate Kohl

A creative and sales-driven marketing consultant who helps her clients grow their businesses and achieve their goals.

SKILLS & INTERESTS:

- Sales
- Marketing
- Leadership
- Entrepreneurship

CONTACT INFORMATION:

LinkedIn: @Mary Kate Kohl

REFERENCES:

Christie Myers-
CEO of Arrow Group Consulting

Bonnie Cook-
Executive Director of Mental Health
America of Greater Dallas

WORK EXPERIENCE:

DIRECTOR OF BRAND AND MARKETING

Arrow Group Consulting | October 2020-Present

- Lead executive for a diverse set of clients: built websites, managed social media, online marketing, and brand development.
- Increased clients' brand awareness through customized Google, Facebook, and other social media platforms.
- Created brands: storybrand narrative/frameworks, logos, websites, and social media content.
- Helped develop and execute strategic marketing plans.
- Produced mass marketing materials: brochures, rack cards, online advertisements, postcards, tents, letterhead, and more.
- Executed texting campaigns for a successful congressional campaign.
- Remodeled Arrow Group Consulting brand with a new logo, website, and language.
- Managed small local events and projects.
- Handled administration, scheduling, and meeting accommodations.
- Although not in a sales position, sold multiple client deals and identified new prospects.

DEVELOPMENT AND MARKETING MANAGER

Mental Health America of Greater Dallas | August 2018-October 2020

- Project lead on a partnership that brought in \$30,000 in revenue.
- Curated film and pitch that resulted in a \$15,000 reward.
- Led multiple conferences of over 850 attendees and managed over 60 sponsors at a time.
- Successfully implemented new CRM into the organization.
- Instrumental in updating and developing youth educational curriculum.
- Planned and managed all events, including marketing, business solicitations, and seeking out community partnerships.
- Handled all grants and grant reporting.
- Communicated with all donors, including thank you notes, calls, and newsletters.
- Increased social media substantially and introduced new media platforms to multiply the outreach.

DEVELOPMENT INTERN

Mental Health America of Greater Dallas | June 2017- August 2017

COMMUNICATIONS INTERN

Vickery Trading Company | May 2016- August 2016

EDUCATIONAL HISTORY:

ABILENE CHRISTIAN UNIVERSITY

Bachelor of Science

- Bachelor's Degree in Communications
- Minor in Business
- Graduated in May 2018
- Completed with a cumulative GPA of 3.62/4.00
- ACU Dean's List, Cum Laude