

KATI FITZPATRICK

SAN ANTONIO, TEXAS

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PRO & PERSONAL SKILLS

- Analytics & Data
- Canva & Design Tools
- Event Planning & Coordination
- Microsoft Office Suite
- Organized & Detail-Oriented
- Presentation Development
- Project Management
- Relationship Building
- Self-Motivated & Proactive
- Social Media Management
- Verbal & Written Communication
- Wix & WordPress

WORK EXPERIENCE

BANDERA ELECTRIC COOPERTIVE / JUNE 2022 - PRESENT / MARKETING & COMMUNICATIONS SUPERVISOR

- Lead marketing, communications, and community engagement strategy across departments.
- Supervise Marketing and Design Specialists; manage projects and workflow.
- Manage internal messaging, outage updates, and executive communications.
- Oversee sponsorships, donations, and community partnerships.
- Represent BEC at events; build relationships with nonprofits and civic groups.
- Coordinate youth outreach, scholarships, and the Youth Tour program.
- Lead employee volunteer efforts and internal community initiatives.
- Organize public events, parades, and Annual Meeting logistics.
- Ensure brand alignment with BEC's mission of service, sustainability, and community.
- Assisted HR with internal initiatives, wellness programs, and employee engagement activities.
- Captured photos of events, meetings, and employee activities for internal communications and social media content.

CMA MANAGEMENT / SEPTEMBER 2020 - JUNE 2022/ LIFESTYLE COORDINATOR

- Designed, promoted, and executed over 50 community events annually within Craig Ranch.
- Oversaw and coordinated Craig Ranch-sanctioned clubs.
- Built relationships with local businesses for event sponsorship opportunities.

HELLONABR / MAY 2016 - MAY 2020 / MEDIA RELATIONS COORDINATOR & TEAM MANAGER

- Created documents for internal use- company best practices, applications, policies and training materials.
- Led relationship building activities at neighborhood events with residents.
- Designed the 2020 and 2019 event programming including themes, activities, games, event timeline, training materials and event efficiency.
- Led in-field training for over 20 teammates in the San Antonio and Austin area.
- Set up and managed HelloNabr's Facebook and Instagram pages along with three neighborhood Facebook Group Pages that contain over 1000 residents.
- Created editorial calendars for all social media platforms along with page content.
- Managed the HelloNabr website, including all neighborhood event recaps for 2017-2020 seasons.

EDUCATION

Texas State University / GRADUATED DECEMBER 2017

Bachelor of Science Degree in Public Relations with a minor in Business Administration and Media Studies.

Creative / Innovate / Passionate / Team work / Organized / Personable / Canva

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