

# Katherine Watier

Katherine@watier.org, [www.watier.org](http://www.watier.org)

<http://searchmarketingfornonprofits.wordpress.com> - <http://www.linkedin.com/in/katherinewatier>

---

- Creative online marketing and sales professional experienced in integrated marketing campaigns involving: SEO/SEM direct mail, public relations, public speaking, training, web development and large-scale event planning.
- Effective team leader who has established comprehensive marketing and sales strategies and is a sought-after online marketing trainer.

## **Skills**

- Strategic product launch planning & execution
- Marketing and brand management
- New product development
- Media planning and execution
- Cross-departmental project management
- Search Engine Optimization, PPC, Social Media, Web Analytics
- Strategic email marketing
- Web development and usability
- Sales and closing skills
- Strategic partnership development

## **Career Profile**

**Director of Online Strategies**, OMP Direct, Washington, DC

*4/08 - present*

- Worked with OMP's president to develop online services offering and integrated marketing analytics for their clients.

**Online Communications Consultant**, Cystic Fibrosis Foundation, Bethesda, MD

*1/08 - present*

- Audited all online communication activities, processes and systems for Cystic Fibrosis Foundation and created a comprehensive online marketing plan. Provided online marketing training and assisted with new technology and human resource selection to implement plan.
- Conducted online communications assessment and audit and developed online fundraising and patient education strategy for Cystic Fibrosis Foundation which included staff training in online marketing, and assessment of organizational change challenges.

**Director of Internet Marketing**, Points of Light & Hands On Network, Washington, DC

*9/07- 2/08*

- Led the valuation of the merged organization's 35+ web properties through analyzing domain traffic, PageRank and number of inbound links
- Ran online marketing and web analytics webinars for Points of Light Foundation members.

**Director of Marketing & Sales, 1-800-Volunteer.org**, Points of Light Foundation, Washington, DC

*11/04-9/07*

- Created SEO and SEM strategy for 1-800-Volunteer.org and HelpinDisaster.org including: link building, Web 2.0 strategy, establishment of web analytics tracking, and customer online marketing and web analytic training, and developed online partnerships.
- Created communications strategy, \$350,000 budget and plan for 1-800-Volunteer.org and HelpinDisaster.org including: brand development, search engine optimization and marketing, viral marketing, user marketing training and tools, national and local press strategy and marketing collateral.
- Developed and executed the 1-800-Volunteer.org sales strategy & process resulting in market dominance in 3 years.
- Assist in product feature selection and testing, and market positioning of 1-800-Volunteer.org.
- Established local and national press strategy for 1-800-Volunteer.org and HelpinDisaster.org.
- Managed designers, writers, print shops and other outside consultants/vendors to develop 1-800-Volunteer.org print and web materials that drove program development and sales goals.

# Katherine Watier

Katherine@watier.org, [www.watier.org](http://www.watier.org)

<http://searchmarketingfornonprofits.wordpress.com> - <http://www.linkedin.com/in/katherinewatier>

---

## **Marketing Communications Manager** - United Telecom Council, Washington D.C. 5/04-10/04

- Developed print and online marketing strategies for UTC's corporate verticals: research, spectrum services and membership sales.
- Created, designed and launched all membership meetings, conferences and webinars email announcements.
- Managed the design and production of print collateral for all membership meetings.

## **Field Manager - National Youth Service Day** - Youth Service America, Washington D.C. 11/02- 5/04

- Managed 50 Lead Agencies' planning and promotion of large events for National Youth Service Day (NYSD) resulting in up to 72,000 volunteers per event.
- Managed and provided media relations support for 50 lead agencies resulting in over 320 million media hits; coverage from *Los Angeles Times* to *Washington Post* to *Miami Herald* and all major network TV affiliates.
- Wrote guides and led training sessions for youth and adults on creating media-friendly events and search engine-friendly websites.

## **Business Development Coordinator/Tech Consultant** - Barquin International, Washington, D.C. 7/01-10/02

- Led redesign strategy, development, usability testing, and SEO/SEM strategy and web analytics for [www.barquin.com](http://www.barquin.com) and [www.idf-co.com](http://www.idf-co.com).
- Wrote a website usability analysis for USDA's Research, Education and Information System (REEIS), and redesigned the online data warehousing system's navigation and design using Oracle Portals.
- Conducted market analysis for El Salvadorian government's entrance into the IT human capital market, and assisted with a business case for KPMG for the State Department's Foreign Affairs System Integration pilot program as a subcontractor of the KPMG Team.
- Developed training materials on Appraisal Data System (ADS) for General Services Administration.
- Developed requirements and designed database back-end for corporate intranet using Cold Fusion and MS Access.
- Developed course catalog and designed curricula for data warehousing and knowledge management training programs.

## **Development Specialist/Alumni Search Manager** - National 4-H Council, Chevy Chase, MD 9/99-7/01

- Initiated a national endowment for 4-H's Centennial Celebration by conducting a national alumni search campaign utilizing online marketing, registration and community-building techniques.
- Established a direct marketing and fund-raising strategy, managed budget and strategic planning process for National 4-H Council's alumni and donor team to achieve fundraising goals of \$320,000 in unrestricted operating funds.
- Integrated print and web marketing materials including: <http://www.4Hproud.org>, [www.4Hfundsearch.org](http://www.4Hfundsearch.org), and [www.fourhcouncil.edu/foundations](http://www.fourhcouncil.edu/foundations)
- Hired and trained team members as well as managed special events to build internal and external support for the search campaign.
- Managed designers, writers, print shops and other outside consultants/vendors to develop print materials.

## **Public Relations Coordinator** - USDA Rural Development, Tri-State Office, Amherst, MA 1/99-5/99

- Compiled tri-state press database and press strategy for print, television and radio in CT, MA and RI to promote federally funded development projects.
- Managed Congressional and USDA Rural Development State Director attendance at dedication events.
- Created press kits and coordinated press coverage at dedication events for area office for federal agency.

# Katherine Watier

Katherine@watier.org, [www.watier.org](http://www.watier.org)

<http://searchmarketingfornonprofits.wordpress.com> - <http://www.linkedin.com/in/katherinewatier>

---

## Assistant Manager – Irving Oil Corp, Bow & Concord, NH

7/97-9/98

- Increased inventory turnover efficiency and employee retention.
- Trained employees on new cash and product management system increasing revenue to \$.5 million over a 6-month period.

## President & Founder - The Rainforest Challenge, Union, ME

5/94-9/99

- Established a nationally recognized non-profit rainforest educational preservation program to involve communities in concrete social action by purchasing rainforest acreage and promoting *The Rainforest Challenge* educational curriculum.
- Secured initial grant funding and managed statewide press coverage to promote the program.
- Developed online marketing channel ([www.rainforestchallenge.org](http://www.rainforestchallenge.org)) in order to reach a national audience of schools and activists groups.
- Managed and trained activists to present and promote the program at state and national speaking and press events.
- Secured coverage on NBC and NPR Maine affiliates and local papers for rainforest preservation program.

## Event Planning Experience

**National 4-H Events: Foundation Trustees** ('00, '01) National 4-H Center, Washington, DC; **Congress** ('96) Chicago Hilton and Towers, Chicago, IL; **Conference** ('94) National 4-H Conference Center, DC.

• **Regional and State 4-H Teen Conferences** ('89, '90, '91, '92, '93, '94) Tradewinds Motor Inn, Rockland, ME; University of Maine campus, Orono, ME.

## Public Speaking Engagements

Featured workshop and/or keynote speaker at: [National Conference on Volunteering and Service](#), Florida Governor's Hurricane Conference, Northwest Network Conference, Delaware Volunteerism Conference, Democracy in Action Conference, and NTEN Conference and Close Up Foundation.

## Computer Expertise

**Languages:** Html, Javascript.

**Software:** Macromedia Suite, Microsoft Frontpage, Corel Suite, Adobe Suite (PhotoShop, Illustrator, Indesign, Pagemaker), Microsoft Publisher, Quark Xpress, Microsoft Office Suite, Groupwise, Eudora, Microsoft Works, Imis, Raiser's Edge, Salesforce, Wordtracker, Google Analytics, Omniture, and various other office applications.

## Education

9/99-5/03 **M.A. Georgetown University** -- Thesis: (2003) *Marketing Wearable Computers: An Assessment of Early Consumer Adopters' Feelings and Attitudes toward Wearable Computers*. Georgetown University, Washington, DC

9/94-5/99 **B.A. Hampshire College** --Thesis: (1999) *An Evaluation of 4-H's Teen Programming*. Hampshire College: Amherst, MA

## Awards/Affiliations

- Member of SEMPO, Web Analytics Association, D.C. Web Women, former PRSA and AFP member.
- Honored with the establishment of the Katherine Watier Environmental Award