

# Katy Wells

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## WORK EXPERIENCE

### Owner / Brand Consultant

Double You Marketing, Inc. | Grinnell, IA | February 2012–Present

- Run project-based campaigns from strategy through implementation of execution(s)
- Provide market research including industry analyses and competitive reviews
- Compose communication briefs and marketing plans, from high-level to detailed
- Manage timelines and budgets, ensuring budget is on target or client agrees to a budget addendum
- Compose press releases and editorial write-ups
- Develop and manage social media, whether as part of a promotion or simply keeping the brand connected with consumers via regular updates
- Plan and coordinate larger-scale productions including shoots that require extensive variables (i.e. location search, travel arrangements, shoot day scheduling, etc.)

### Account Management Contractor

The Integer Group | Des Moines, IA | June–August 2006 & November 2014–March 2021

- Provided consultation and strategic guidance on a contract basis
- Acted as interim manager of account teams through staffing shifts
- Managed multiple national marketing campaigns from strategy through implementation
- Identified organizational needs and provided insight to address these needs
- Provided account coordinator duties early on with summer internship position
- Clients: Pella Windows & Doors, Mohawk, QuickStep, Benjamin Moore and U-Line

### Senior Business Manager

NYCA | Solana Beach, CA | May 2007–February 2012

- Account lead on TaylorMade Golf equipment segment with a \$20MM spend in measured media
- Adept at a high-volume, fast-paced workload of integrated online, offline, promotional and event-oriented elements
- Played an integral part of growing TaylorMade from a \$600MM company to more than \$1 billion in three years and moving the brand from #3 in the category to #1.
- In 2011, 50 cents out of every dollar spent on golf equipment was spent on TaylorMade.

- Managed various TV, photo and video shoots involving TaylorMade's executive team, PGA Tour professionals and numerous production crews
- Acted as the sole account manager on the San Diego Union-Tribune, Barona Resort and Casino and San Diego Convention and Visitors Bureau accounts
- Supervised Interns, Coordinators and Associate Business Managers handling day-to-day needs
- Regular contributor to modification and standardization of agency process
- Consistently promoted with significant responsibility increases throughout my tenure
- Clients: TaylorMade Golf, adidas Golf, San Diego Union-Tribune, Barona Resort and Casino, San Diego Convention and Visitors Bureau, EnDev LLC

### **Public Relations Associate**

ME&V | Cedar Falls, IA | September 2006-May 2007

- Developed marketing plans and SWOT analyses for new and potential clients
- Researched and generated press releases to be used in local and national campaigns
- Orchestrated logistics of local and national press events
- Clients: Waterloo Regional Airport, Iowa River Hospice, Mauer Eye Clinic and Burke Corp.

### **Multimedia Assistant**

Panther Sports Marketing | Cedar Falls, IA | January 2006-May 2006

- Managed promotions and assisted with game operations at Panther athletic events
- Assisted with development and maintenance of the UNI Panthers official website
- Produced weekly emails reaching Panther fans worldwide

### **EDUCATION**

University of Northern Iowa, Cedar Falls, IA, Class of 2007

Bachelor of Arts, Marketing with emphasis in Sales and Advertising, College of Business Administration

### **TECHNOLOGY SKILLS**

Adobe Creative Suite: InDesign, Premiere Rush

Wix and Squarespace website platforms

G Suite products

Microsoft Outlook, Word, PowerPoint and Excel

Workfront, Basecamp, Campfire, Webvantage and Trello project management systems