



KAITIE HARTMANN

COMMUNICATION ENTHUSIAST | GREATER DES MOINES METRO | (574) 807-4444

DETAILS

Greater Des Moines Metro
(574) 807-4444
kaitie@kheartco.com

LINKS

- [LinkedIn](#)
- [Website](#)
- [Portfolio](#)

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Budget Management
- Content Development
- Copywriting
- Creative Problem Solving
- Donor Relations
- Email Marketing
- Event Planning
- Graphic Design
- Media Relations
- Microsoft Office
- Project Management
- Social Media Management
- Storytelling
- Volunteer Coordination
- WordPress

PROFILE

Hi! I'm Kaitie, a communication enthusiast who loves telling your story. My passion is to engage, equip and empower through meaningful connection and strategic design.

EMPLOYMENT HISTORY

Director of Marketing at Great Outdoors Foundation & ICON Water Trails
February 2021 — Present

Accountable for oversight, management and implementation for all Great Outdoors Foundation and ICON Water Trails marketing and communication initiatives. Responsibilities include but are not limited to communication strategy, social media management, public and media relations, website maintenance, and event planning.

Founder & Chief Communicator at K. Hart Communication
December 2017 — Present

Develop and produce a comprehensive digital marketing plan for local and regional businesses with an emphasis on content development. Notable current and former clients include:

- Blue Frog Dynamic Marketing
- Downtown Overland Park Partnership
- Greater Des Moines Partnership
- Hubbell Realty Company
- Prairiebrooke Art Gallery

Marketing & Events Coordinator at Downtown Overland Park Partnership
May 2019 — December 2020

Oversee all community-facing promotions including event planning, public relations, and digital marketing. Responsible for all related deliverables including print collateral, website maintenance, and social media engagement. Upon relocation, asked to serve as a consultant, overseeing organizational restructuring.

EDUCATION

Advertising & Public Relations, Evangel University, Springfield
August 2014 — May 2017

Minored in Political Communication. Graduated Magna Cum Laude.

INTERNSHIPS

Special Events & Marketing Intern at RiverBend Cancer Services, South Bend
May 2016 — July 2016

Development Intern at REAL Services, Inc. | Area Agency on Aging, South Bend
May 2015 — July 2015

REFERENCES

References available upon request