

CATHERINE CREPPON, APR

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CAREER SUMMARY

Accredited public relations professional with 20 years' experience in the strategic creation, placement and dissemination of communications and marketing materials to appropriate audiences. Highly proficient executive of public relations; marketing; fundraising; special events; media relations; social media; digital communications; community relations; trade show marketing; cause related marketing; publication design; business management; and advertising. Strengths include researching, developing, implementing and evaluating programs of integrated communications and marketing. ADDY awardee skilled in the role of brand strategies and objectives in relation to communications and marketing for health care, higher education, arts/culture and the non-profit sector.

PROFESSIONAL EXPERIENCE

2014-2021 Colorado Springs Philharmonic Orchestra

Vice President of Advancement—Colorado Springs, CO

- Oversee earned and contributed revenue of nearly \$4 million by managing a team of four individuals (patron services, marketing, development, grant writing).
- Actively prospect and solicit new donors while researching donor background information for personalized gifts and projects.
- Manage comprehensive campaigns (annual fund and subscription), including print and electronic mailings, authoring letters, identification of segments, and marketing materials.
- Direct season ticket subscription campaign with strategy and execution.
- Set the pace for social media, including Facebook, Twitter, YouTube and Instagram.
- Provide stewardship while working to increase giving of the Philharmonic's major donors and major giving circle members.
- Developed a communications plan to bring awareness to the newly developed Colorado Springs Philharmonic Foundation while growing the planned giving program.
- Design and produce the quarterly donor newsletter, *BRAVO*.
- Develop and implement marketing, media and public relations strategies to promote positive brand identity, ticket sales and patron experiences for the Philharmonic.
- Responsibilities include strategic marketing and public relations planning, oversight and implementation of editorial and graphic design functions, research and analysis of communications efforts and digital content management.
- Create and implement annual comprehensive communications plans, including: fundraising, marketing, PR and patron services, brand and creative direction for all materials.

2011-2014 National Cowboy & Western Heritage Museum

Director of Public Relations and Museum Events—Oklahoma City, OK

- Managed event planning and execution to advance the museum and its goals, vision and marketing message with groups ranging from 500-1,200 guests.
- Developed and managed public relations strategy while managing media writing, requests and press kits.
- Developed and managed the museum public relations budget and elements of event budgets, particularly related to catering and audio/visual production.
- Acted as a museum spokesperson, addressing interest groups and the media as needed.
- Directed social media, including Facebook, Twitter, Pinterest, YouTube and Instagram.
- Script writing and the creation of detailed production schedules for special events

2009-2011 MLAS, Inc. Catering

Owner—Lubbock, TX

- Managed all day-to-day business operations including payroll, marketing, accounting, food and beverage preparation, and personnel.
- Planned menus for special events.
- Provided outstanding customer service and professionalism to our clients.

2008-2009 Louise Hopkins Underwood Center for the Arts

Coordinator of Communications/Marketing—Lubbock, TX (part-time)

- Led the re-launch of the website.
- Media liaison for all center events, including the annual gala.
- Coordinated food and beverage for art openings and First Friday Art Trail.

2002-2008 Texas Tech University System

Temporary Assignment, Office of the Chancellor—Lubbock, TX (Dec. 2007-Sept. 2008)

- Developed talking points for Chancellor Kent Hance to use for speaking engagements.
- Special project coordination.
- Sought ways to market the Texas Tech University System through social media, specifically YouTube.
- Coordinated high profile press conferences involving the Office of the Governor and others.

Associate Director, Communications—Lubbock, TX (May 2007-Dec. 2007)

- Internal communications efforts to include *Statline* the e-newsletter of the Texas Tech University Health Sciences Center and maintained Web site content.
- Published the Board of Regents updates (publication).

Regional Manager, Communications and Marketing—Odessa, TX (Sept. 2002-May 2007)

- Independently managed all public relations and marketing activities for the Odessa regional campus including development and implementation of the marketing plan to promote health care.
- Service line marketing for all clinic operation departments: Family Practice, General Surgery, Internal Medicine, Obstetrics & Gynecology and Pediatrics, focusing on the female consumer
- Developed all regional campus publications and advertising, in-house.
- Planned all special events and campus functions, including State Employee Charitable Campaign, March of Dimes fundraisers, Chamber of Commerce events, and employee functions.
- Assisted the development office with fundraising projects and contacts.
- Experience with the use of all mass media/marketing including Web content management, direct mail campaigns, broadcast and print.

2003-2007 Odessa College Odessa, TX

Adjunct Faculty

- Taught “Writing for the Mass Media,” “Introduction to Mass Communications,” and “Writing for Public Relations” to college students with the use of the *Associated Press Stylebook and Libel Manual*.
- Prepared lesson plans and graded assignments.
- Kept up-to-date with current trends in media and marketing.

EDUCATION & ACCREDITATION

2013	Accreditation in Public Relations	Oklahoma City, OK
2002	Master of Arts, Mass Communications	Texas Tech University
1999	Bachelor of Arts, Public Relations	Texas Tech University

COMPUTER AND COMMUNICATION SKILLS

- Microsoft Word to write press releases, media advisories, talking points, print stories, letters and other documents; Microsoft Excel to create media calendars, reports, invoices and budgets; and Adobe Creative Suite, specifically InDesign and PhotoShop, to create quarterly newsletters and all in-house advertising; and Microsoft PowerPoint for marketing presentations, event slide-shows, and classroom lectures.
- Highly skilled in social media platforms including Facebook, Twitter, Google+, YouTube, Instagram and Pinterest.
- Skilled writer, proofreader, public speaker, group leader, and experienced team participant.
- Knowledge in the pre-press and printing process.
- Assisted with the execution of the new branding initiative for the Texas Tech University System and Texas Tech Physicians on the regional campus in the Permian Basin. Led the rebranding of the Colorado Springs Philharmonic.

PROFILE

- Hard working, professionally committed and responsible, adapting easily to new situations and challenges.
- Successfully manage a wide-range of functions using a combination of creative, organizational and writing skills.
- Possess the ability to multi-task, operate in a fast-moving working environment, and respond quickly when necessary.
- Work well with all levels of personnel, including senior management, physicians, faculty and staff with an excellent customer service attitude.
- Possess a keen understanding of branding guidelines and usage to further enhance organizational objectives and create consistency of excellence in the eyes of the public.
- Ability to build relationships with media representatives to increase media impressions.
- Strength in moving projects forward to successful completion.

LEADERSHIP ROLES & ACTIVITIES

- A graduate of *Leadership Odessa* (2004)
- Served on the Board of Directors for *The March of Dimes* and the State and Local Program Services Committee for the Permian Basin (2003-2005)
- Pro-bono marketing consultation for First United Methodist Church of Odessa
- Participated in mission work on Katrina Disaster Relief with Service International (2006)
- Advisory Committee member for Women's Services at Medical Center Hospital. (2007)
- Presented to the Association of Fundraising Professionals on media relations (2007)
- Member of the Junior Women's Club of Lubbock (2009-2011)
- Member of the Association of Women in Communications (2007-2014)
- Member of the Junior League Lubbock and Oklahoma City (2007-2014)
- Member of PRSA Oklahoma City Chapter (2012-2014); and current board member of the Pikes Peak PRSA Chapter serving as APR Chair (2015-2019)
- Chairperson for the Texas Tech Alumni Association in Colorado Springs (present)