



Karen Duve, PCM, CDMP | Creative Marketing Professional

MYERS-BRIGGS PERSONALITY PROFILE: INFJ

WORK EXPERIENCE

- + *R.F. Binnie & Associates Ltd.* September 2019–Present ~ Remotely
MARKETING & GRAPHICS COORDINATOR
 - Planned, designed, and produced corporate templates, brochures, presentations along with the development of graphics and design themes for website and company intranet
 - Worked with PMs to prepare impactful graphics and information for proposals and reports
 - Prepared graphics for advertising, social media campaigns, trade show and event graphics
 - Managed the creation and data collection for annual corporate reports

- + *Self-Employed* August 2017–Present ~ Remotely
FREELANCER
 - Creating new brand identities for commercial real estate and nonprofit clients
 - Establishing guidelines for clients (creative briefs, style guides, marketing plans)
 - Performing market research with competitor analysis to ensure latest trends are optimized for specific market needs in the form of digital and print deliverables, SEO
 - Managing projects by liaising with necessary vendors (developers, website hosts etc.)

- + *House of Blues Foundation* September 2016–August 2017 ~ Los Angeles, CA
MARKETING PROJECT MANAGER
 - Developed innovative strategies and branded templates to leverage program alumni, donors, volunteers, interns, and community to assist in capturing and sharing stories
 - Assisted in managing communication with House of Blues, Live Nation & Ticketmaster
 - Circulated press releases, maintain media log and electronic files, and direct media inquiries
 - Actively managed and tracked Music Forward's online presence including social media, website, blog, and YouTube while meeting audience growth and engagement goals
 - Collaborated to create and update on-brand digital/print collateral and promotional items

- + *Building Impact (BI)* September 2015–August 2016 ~ Boston, MA
MARKETING MANAGER
 - Created over 100 branded pieces for partners such as CBRE, JLL, Colliers, Stantec, Skanska
 - Managed fundraiser marketing initiatives that resulted in a 56% profitability increase
 - Formulated the annual communications strategy with a \$15,000 budget
 - Collaborated with business development to increase annual revenue by \$65,000
 - Pioneered a new customer retention plan for BI's 250+ nonprofit and corporate partners
 - Managed the schedule and distribution of media releases, videos and newsletters
 - Assisted with the marketing and project management of MIT's Leading with Impact Week (2,506 hours of pro-bono consulting by MIT Executive MBA students for 15 nonprofits) and Tech Gives Back (a city-wide 2,000 person day of service in Boston led by TUGG)
 - Organically increased followers of Facebook followers by 33%, Twitter; 70%, Youtube 90%
 - Measured and evaluated campaigns using Eventbrite, MailChimp and Google Analytics

- + *Building Impact (BI)* May 2014–September 2015 ~ Boston, MA
MARKETING & VOLUNTEER COORDINATOR
 - Led volunteer programming for 600+ companies in 50+ buildings across Massachusetts
 - Generated impact reports to monitor, evaluate and demonstrate volunteer impact
 - Collaborated and sourced corporate service projects with over 200 nonprofit partners
 - Communicated with key stakeholders to promote and organize events

- + *Polar Design* December 2012–May 2014 ~ Woburn, MA
ACCOUNT MANAGER
 - Oversaw client relationship management, research, and proposal projects for 50+ clients
 - Created campaign documents, branding, copywriting, SEO evaluations and web content
 - Provided web design wireframes and creative direction to developers/designers
 - Aided in launching and creating the Mass Big Data website which became "Horizon Interactive's Best of Category Award for Government Web Sites 2013"

Integrated marketing professional passionate about making a difference and solving challenges

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WEB
karenduve.com

TWITTER
[karen_duve](https://twitter.com/karen_duve)

SKILLS

- Graphic Design
Illustrator, Photoshop, Indesign
- Brand/Website Optimization
- Project Management
- Event Planning
- Copywriting/Technical Writing
- Salesforce & Slack
- SEO, Social Media & Hootsuite
- ESP: Mailchimp/Constant Contact
- Video Editing/Photography
- Wordpress, Site Management
- MS Office, G Suite & JIRA
- Intranet/ Thoughtfarmer

EDUCATION

SUFFOLK UNIVERSITY
Magna Cum Laude

CERTIFICATIONS

CDMP
Certified Digital Marketing Professional by the Digital Marketing Institute

PCM
Professional Certified Marketer in Digital Marketing by the American Marketing Association