



KATHRYN JEFFORDS

STRATEGIC COMMUNICATOR & VISUAL STORYTELLER



PROFILE

Passionate storyteller with a background in marketing. Highly motivated team player. Independent filmmaker and photographer.

EDUCATION

ELON UNIVERSITY

Bachelor of Arts: Strategic Communications
Magna Cum Laude
Honors Program & Research Fellow

SKILLS

project management
pre & post production
research & writing
creative direction
leadership
interpersonal
public speaking

adobe suite:
premiere pro
lightroom
photoshop
indesign

EXPERIENCE

MEDIA PRODUCER & CONSULTANT

INDEPENDENT (2014 - PRESENT)

Offer media production, planning and visual branding support for clients in the nonprofit and small business sector. Address clients' needs, from branding identity and marketing strategy to content creation, planning and distribution. Key projects include:

- Directed and produced series of short videos, which increased awareness and engagement for St. John's Medical Center mental health campaign
- Streamlined branding for a Wyoming distillery - conducted a brand audit, market analysis, new brand guide, messaging platform and provide ongoing content creation

ART ASSOCIATION OF JACKSON HOLE

DIRECTOR OF MARKETING & COMMUNICATIONS (APRIL 2017 - APRIL 2019)

- Developed integrated communications strategy, managed executive communications (both internal and external) and launched initiative to re-brand the organization
- Produced compelling print and digital collateral for gallery exhibitions, multi-day art fairs, advanced artist workshops and outreach programs
- Managed annual marketing budget across nine departments; cut expenses by 20%
- Designed engaging email campaigns, which converted and retained new donors

CONTACT

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JACKSON HOLE WILDLIFE FILM FESTIVAL

DIRECTOR OF MARKETING & PARTNERSHIPS (MAY 2014 - APRIL 2017)

- Designed and executed marketing plans for international industry conferences, film festivals, screenings and community outreach events
- Negotiated strategic partnerships with government entities, including the United Nations, brands, educational institutions and production companies
- Assisted in production of events including United Nations World Wildlife Film Showcase, TEDx Jackson Hole, Science Media Awards & Summit and JH Wildlife Film Festival



▶ RELATED EXPERIENCE

SUSIE FILMS

PRODUCTION INTERN (SUMMER 2014)

- Conducted market research to advance sales and programming goals
- Designed episode treatments, posters and other promotional materials
- Production assistant, lifestyle television shows

THE PENDULUM

MULTIMEDIA EDITOR, UNIVERSITY NEWSPAPER (JAN 2014 - DEC 2014)

- Expanded online portfolio of high quality creative; from sourcing content, to conducting interviews, to scripting and structuring stories from start to finish.
- Launched series *Voices of Elon*, which was later adopted by the University's official communications.

HOBBIES ◀

hiking
travel
trail running
skiing
yoga
backpacking
reading
writing

▶ HONORS

- Elon University Honors Fellow & Presidential Scholarship Recipient
- Deans List; Elon University (2011- 2015)
- 1st Place *River Run International Pitch Fest*
- Lambda Pi Eta National Communications Honor Society
- Presenter at National Conference of Undergraduate Research 2015
- Published in Elon Digital Honors Theses Collection & Visions Magazine '13
- Graduate of International Baccalaureate Diploma Program - North Meck High School
- Angels of '97 Memorium Scholarship