

Kat Wilson

Public Communications Manager at Marina Jack

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Experience

Director of Communications and Public Relations at Marina Jack Inc.

November 2011 - Present (4 years 8 months)

Worked in Marina Operations office to coordinate boat slip rentals, execute mooring field inventory, client billing, transient dock inventory. Helped provide fast and courteous service to patrons. Executed creative design of all printed informational brochures, pamphlets, and rental contracts. Wrote copy and navigational links for website revamp, improved marketing communication for tenants and potential clients. Monitored VHF channel communication and fuel dock activities. Reconciles all accounts payable and receivable through Yacht Services department. Manages all company-related social media accounts. Coordinates fishing tournaments, live entertainment, and social events through Marina Operations. Supervises and reviews all changes and additions to company website. Responsible for all press releases and marketing endeavors through Marina Operations.

Associate Producer, Assistant Director, Cast Liason at Correspondence Films, LLC.

June 2013 - June 2014 (1 year 1 month)

Worked on a narrative short film called "No Real Than You Are," which raised and successfully secured over \$40,000 in Kickstarter funds. Provided administrative support to the Producer and Director throughout all stages of production process from pre-production through to post production. Managed and responded to all email, coordinated interviews, recorded meeting agendas. Handled bookings, managed audition check-in process. Helped plan, organize, secure and manage resources to bring about the successful completion of specific project goals and objectives. Completed all post-production bookkeeping and fund reconciliation, submitted budget reviews to several film incentive programs, coordinated submissions to local, regional, national, and international film festivals.

Development Intern, Event Assistant at Asolo Repertory Theatre

September 2010 - May 2011 (9 months)

Assisted in the Development department, managed registration tables and generated name tags, executed mass invitation mailings and e-blasts, managed RSVP lists, processed payments, generated thank you letters. Close interaction with a spectrum of individuals including vendors, caterers, volunteers, major donors, committee members and board members. Assisted in implementation of creative design of event-related materials, responsible for set-up and breakdown of events.

Education

Ringling College of Art and Design

B.A., Business of Art & Design, 2009 - 2013

Cypress Lake High School Center for the Arts

High School Diploma, Visual Arts, 2006 - 2009

Activities and Societies: Secretary for NAHS 2007-2009

Courses

B.A., Business of Art & Design

Ringling College of Art and Design

Entrepreneurship

Consumer Psychology

International Management

Storytelling for Leaders

Painting

Sculpture

Leadership in Creative Environments

Book-Binding

Organization and Management of Art & Design

Business

Behavior of Creative Business Organizations

Managerial Statistics

Economics

Accounting I & II

Project Management

Managing Human Resources for Creative

Organizations

Finance

Printmaking

Experimental Imaging

Strategic Planning for Art & Design Consulting

Projects

Business Plan Development

January 2013 to April 2013

Members: Kat Wilson

As a senior thesis, I formulated a full business plan of a mobile "slow-food" fast food cart company, "Burger Cowboy." Thoroughly creating successful marketing and operations strategy plans, assessing successful social responsibility and sustainability initiatives as well as industry analysis and trends, management, and organization of company. Developed financials including 5 year sales projections, capital investment, inventory, and income statements.

Project Manager, Walt Disney Imagineering, Ringling College

January 2013 to April 2013

Members: Kat Wilson, Lisa Marie, Keith Nielsen

Worked with Walt Disney Imagineering as part of Ringling College's 2013 International Management class to collaboratively create an interactive entertainment resort for an international location. Generated project schedule and client presentations. Utilized team brainstorming sessions to develop innovative entertainment experiences and top-of-the-line resort amenities.

J.E.K.E.L. Consulting Group

January 2012 to April 2012

Members: Kat Wilson, Jordon Stone, Lisa Marie

Partnered with 2 fellow classmates to examine current and future state of a fictional company, Art and Imaging. Used strategic planning concepts, created initiatives to employ scorecard objectives, initiative map, and strategy map to solve problem areas. Project resulted in strong understanding of balanced scorecard tools.

Cirque Du Soleil

January 2012 to April 2012

Members: Kat Wilson

Lead a team of 5 graphic designers to analyze brand identity and online presence of Cirque Du Soleil's online community. Substantially researched to help create multi-platform mobile application to increase recruitment and customer experience. Effectively pitched ideas and presentation to department head from Cirque Du Soleil's Center for Research and Innovation in Performance.

Sarasota Memorial Hospital

September 2011 to December 2011

Members: Kat Wilson

Utilized storytelling to improve the patient's physical and emotional experience when arriving, being treated at, and leaving one of Sarasota Memorial Hospital's Urgent Care Centers. Resourcefully reimaged poorly designed aspects of building with concept sketches. Successfully presented ideas to an exclusive group of hospital executives and department heads.

SRQ SK8 JAM

January 2011 to April 2011

Members: Kat Wilson, Lisa Marie

Co-managed a local fundraiser for a non-profit skateboarding organization for a Project Management class. Approached business initiatives with effective planning and executed minor and major event tasks. Managed communications and business relationships, promotion, sponsors, and donations. Profited over \$2,000 in ticket and merchandise sales.

No Real Than You Are

June 2013 to Present

Members: Kat Wilson, #Arásh Zándi, Van Jazmin, tola brennan, vincent dale, sam north, sebastian baron, audrey scherer, audrey hamm, ralph barnette, jamie day, freddie lamoreaux, Eri Tsuno, Tola Brennan

No Real Than You Are is a 2013 American short film directed by Vincent Dale. The film details a fictionalized history of Sarasota's founding family and a young current day descendant's downward spiral into opiate addiction. It is the first film about oxycodone addiction in Florida to date.

Rock the Docks Concert at the Suncoast Saltwater Shootout

June 2015 to Present

Members: Kat Wilson

Coordinated Marina Jack's first live concert on a floating stage with nationally-recognized vocal talent. Designed event flyers and sent press releases to all media contacts. Worked with talent manager to coordinate sound checks, transportation of band, rider requests, meet & greet, and scheduling. Developed fact sheet for MC. Handled VIP ticketing and band requests before and during performance. Assisting in securing sponsorship and additional marketing endeavors for next performance.

Skills & Expertise

Accounting

Project Management

Consulting

Microsoft Office

iWork

Constant Contact

Data Entry

Strategic Planning

Inventory Management

Appointment Scheduling

Balanced Scorecard

Customer Service

Client Billing

Visual Thinking

Concept Mapping

Task Analysis

Event Planning

Keynote

Leadership

Marketing

Branding & Identity

Event Management

Social Media Marketing

Team Leadership

Research

Organizational Development

Microsoft Word

Bookbinding

PowerPoint

VHF radio communication

Accordion

Drums

Mac

Social Media

Graphic Design
Drawing
Illustration
InDesign
Photography
Art

Honors and Awards

2015 National Large Marina of the Year

Marina Dock Age Magazine

December 2015

Responsible for preparing a thorough application for Marina of the Year awards, hosted by leading marina industry publication Marina Dock Age magazine. Gathered data and information through analyzing dockage agreements from long-term and short-term customers, sales receipts, generated and analyzed reports from QuickBooks, and gathered relevant images, press releases, and general photography that highlighted the company. Winning marinas are selected based on a criteria of over 9 categories including business operations, facilities improvements, advertising and marketing, customer satisfaction, environmental responsibility, industry involvement, benefit to the community, and attributes and accomplishments. Winning marinas are selected based on success through exemplary business practices, commitment to customer service, environmental responsibility, and contributions to the marina industry. As a result of this accolade, Marina Jack received a \$5,000 advertising package from Marinas.com, and garnered the attention of local, regional, and national media outlets.

Best of Ringling - Business of Art and Design Award

Ringling College of Art and Design

2013

As a successful submission into the annual Best of Ringling juried show, colleague Lisa Szaraz and I identified a firm that leverages creativity and innovation as a source of its competitive advantage. Based on our research, we selected The HuB, a creative and collaborative space where entrepreneurs come together to develop ideas and contribute towards building a new economy and culture in the Sarasota area. This project utilized some of the many skills obtained within the Business of Art & Design program and has further prepared us to investigate, discover, and analyze creativity and innovation.

Business of Art and Design Goldstein Scholarship

Ringling College of Art and Design

2011-2013

2009 BIG ARTS Big Secret Scholarship

BIG ARTS, Sanibel Island, FL

June 2009

One of 12 selected following a rigorous interview and selection procedure. This scholarship is awarded to encourage the development of artistic ability to high school seniors majoring in visual arts, music, dance,

theater or film. These scholarships are made possible by the generosity of Robert Rauschenberg and by community support of the BIG ARTS Big Secret artworks event.

Fort Myers Beach Art Association Scholarship

Fort Myers Beach Art Association, The Town of Fort Myers Beach

May 2009

1st Place in High School Division

2nd Place, ARTFEST Art Under 20

ARTFEST Fort Myers, FL

April 2009

2nd place among local area high school students in the 3D Division.

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[Contact Kat on LinkedIn](#)