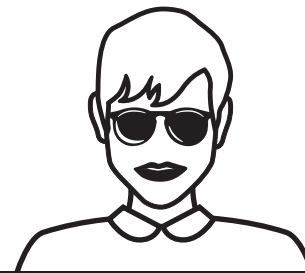


# KATE DISBROW

designer & creative communications consultant



## EXPERIENCE

### CREATIVE COMMUNICATIONS CONSULTANT

KATE DISBROW DESIGN | SEP. 2015 - PRESENT

Utilize unique experience of design and communications to improve the communications initiatives of a number of clients, including members of Congress, trade associations and Fortune 500 companies. Services offered: branding, event promotion, print design, social media, digital strategy, web design, copywriting and graphic design

### COMMUNICATIONS DIRECTOR

U.S. HOUSE OF REPRESENTATIVES: OFFICE OF REP. MARK WALKER (NC-06) | JAN. 2015 - SEP. 2015

Develop and implement media, communications, and public relations strategies for a freshman Member of Congress, while also executing an internal communication plan to foster communication between DC and District staff with weekly internal newsletters, legislative updates, talking points and reports to empower all staff as communicators of the office

#### Selected Achievements:

- Created Rep. Walker's First 100 Days Video that was showcased by the Republican Conference and shared by the Republican leadership
- Established and managed one of the highest performing freshman facebook pages. The page surpassed the majority of NC delegation in engagement within the first year.

### PRESS SECRETARY & OFFICE MANAGER

U.S. HOUSE OF REPRESENTATIVES: OFFICE OF REP. RANDY HULTGREN (IL-14) | MAY. 2013 - JAN. 2015

Act as Executive Assistant to the Congressman while overseeing office budget, support staff, DC internship program, personnel records and overall operations of both the DC and district offices | Develop communications including floor speeches, press releases, talking points, video statements, op-eds and social media content for the Congressman, working together with senior staff to best communicate official activities and legislative priorities to constituents | Handle agriculture related issues for the Congressman and manage the Congressional Friends of Sweden Caucus

#### Selected Achievements:

- Designed branding and created brand guidelines for the office for all external and internal communications, including a re-design of hultgren.house.gov and branding of social media pages
- Conceptualized and created new campaign site, randyhultgren.com, including all copy and customizing a unique Wordpress theme

### MEETING PLANNER, GRAPHIC DESIGNER & WEB ADMINISTRATOR

NATIONAL COUNCIL OF FARMER COOPERATIVES (NCFC) | OCT. 2009 - MAY. 2013

Arrange all aspects of events and conferences for NCFC including site selection, contract negotiation, hotel and travel needs, meeting registration, event promotion materials, set-up and audio visual specifications and off-site entertainment and tours | Design and create NCFC print and promotional materials including all event materials, the Annual Report, Membership Directory, Membership Application, and materials distributed to key government and elected officials to aid NCFC's Government and Legislative Affairs | Update and maintain www.ncfc.org and social media pages

#### Selected Achievements:

- Conferences have grown in attendance by over 25% since assuming role and saved over \$10,000 annually by handling all event graphics in house
- Oversaw the re-design of www.ncfc.org in 2010 after performing a full analysis of the site & its usability
- Initiated and contracted Interactive Map Project, collaborating with staff and members to create an html5 based map that communicates the farmer cooperative story

## EDUCATION

BACHELOR OF SCIENCE,  
MANAGEMENT | GEORGIA  
INSITUTE OF TECHNOLOGY

DEC. 2007 | ATLANTA, GA

Dean's List 2004, 2005, 2006  
Burdell Leadership Award 2004-2005

## CONTACT

kdisbrow@gmail.com • 202.812.3505  
www.katedisbrow.com



## SKILLS

- Strategic communications, digital strategy & brand development
- Graphic, print and web design
- Event planning & promotion
- Software: Adobe Creative Suite; Web CMS Software- Joomla!, Wordpress & Drupal; & Microsoft Office