

Kathryn Almony

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SKILL SUMMARY

Marketing project coordination and multimedia promotional executions of developmental fundraising projects and advertising campaigns. Publication and distribution of custom published magazine projects in consultation with governments, professional associations, and organizations in a wide variety of industries, locally, nationally and internationally.

Events management and production. Talent and creative resource development. Media sales and purchasing for print, radio, internet and broadcast television. Education and public awareness project coordination and executions. Regional and international trade shows, media events and local launch event coordination and production.

Visual advertising design and commercial graphic illustration, design and digital image management for high quality reproduction; journalistic and promotional copy writing for media releases. Served as consultant designer to Fortune 50 firms, serving markets across the U.S., and internationally. Publications design, editing and production. Identity formation, positioning and strategy development.

Ability to prepare complex proposals, compile costs, secure funding, manage projects and administer budgets. Recruitment, fundraising and membership base building for a variety of statutory governmental bodies, non-profit and industrial associations, and private sector businesses.

RECENT PROFESSIONAL EXPERIENCE

KMA Communications + Design Studios, Kea`au, Hawai`i

March 2001-Present

Multi-level marketing project implementations and communications, strategy planning and branding executions. Publishing projects, fundraising, advertising design, and event promotions. Design and identity materials production, marketing consultations, business development, public relations consulting. Editorial compositions, media resource coordination, and print media marketing. Clientele includes law and agricultural associations, governments and nonprofit organizations, private industry, manufacturers and retail clients, among others.

Integrity Graphics, Hilo, Hawaii

February 2006 - November 2007

Coordination and implementation of advertising and marketing projects including corporate and organizational identity branding, business launches, advertising campaigns and publishing projects. Consult with clients, propose cost effective marketing solutions. Implementation and administration of ongoing marketing and PR projects. Design and maintain websites, identity marketing materials and public relations strategies.

Dixie Division, Georgia Pacific Corp., Easton, PA

October 1996 - March 2001

National sales proposals and product design, advertising and design projects, printed product and collaborative publishing projects. Packaging and label design for internationally branded products. Corporate-employee and shareholder relations newsletter publication.

EVENTS

Antigua Jazz Festivals

In a partnership with the event production firm, Wadadli Productions, I produced a 10 day music festival on the island of Antigua. My duties were to secure the \$140,000. budget through corporate sponsorship, to recruit 40 volunteers, coordinate talent bookings for 16 different international groups and to liaise with and manage performers.

Food Marketing Institute Annual Show (FMI)

Coordinated and produced display portables, signage and designed on-site demonstrations of new Dixie PerfectTouch hot cup, in preparation for this international food event held in Chicago annually since 1937.

Public Legal Education Seminars

Coordinated and provided magazine materials and event program guides for this annual lecture on Law, featuring keynote speaker Dr. Kenny Anthony, Prime Minister of St. Lucia., among others.

PUBLIC RELATIONS CAMPAIGNS

Political Campaigns

Served as consultant to Friends of Billy Kenoi, coordinating all aspects of public relations, media and marketing as core campaign team member for Hawaii County Mayoral election campaign 2008. Aug 2007 - December 2008

Designed and published manifesto in preparation for Grenada's Prime Ministerial election campaign 2004, in collaboration with top campaign staffers. Produced campaign slogans and posters, and design of public relations materials.

Product Launches

As consultant and designer, produced, distributed and branded new product introductions in supermarkets for a variety of regionally distributed products on behalf of agricultural product manufacturers such as LaSagesse Farms, Marketing and National Importing Board, Small Agroprocessors Development Fund and ADM Corporation's Caribbean flour brands.

Charity Benefits

Wrote and implemented new marketing plan for a fine artist's unique art promotion. Golf Club membership base was solicited to attend an invitational fundraising banquet where we auctioned a commissioned original painting and marketed framed giclee prints of golf course holes, clubhouses and fairways to membership and corporate attendees.

Product Promotion Contests

Wrote contest stipulations and provided national news and retail industry press releases for a contest to promote a new line of Crayola learning toys. My duties included maintaining news strings to major press outlets, and designing marketing media.

Industrial Development Promotions

Designed magazine promoting Grenada as a business domicile, distributed internationally. Implemented Small Agro-processors Development Fund Projects, Initiated Antigua hospitality industry promotional video. Developed cooperative promotions for industry.

Community Policing

Designed, edited magazine and coordinated police public relations project promoting community involvement in crime solving and prevention. This publication was a successful fundraiser for continuing public education on community policing. Included implementations of programs like Click-it or Ticket, DARE and other police initiatives.

Publishing Experience

MAGAZINES

My role in the following publications includes: funding, acquisitions, design, editing, production, pre-flight, distribution, advertising production, sales and print coordination.

Oyez!Oyez!

Unique in the global publications landscape, this magazine provided the first regional public legal education magazine written by members of the regional judiciary and legal fraternity, and edited for the West Indian consumer with an educational objective. The magazine is distributed regionally, and in the third year of publication was officially funded by the Organization of Eastern Caribbean States (OECS) and the Canadian International Development Foundation. The publication is an official voice of the Grenada Bar Association, and features contributions from members of the ICC, CCJ, and members of local and international Bar associations, as well as several prime Ministers throughout the West Indian diaspora. The magazine is marketed by subscription and retail.

Grenada Government At Work

This magazine detailed Grenada's governmental accomplishments during the year. Published in collaboration with Prime Minister Dr. Keith C. Mitchell, with editorial contributions from executive cabinet members and statutory bodies. Distributed to diplomatic guests during local and international functions, and to members of the United Nations, the Organization of Eastern Caribbean States, and CARICOM on an annual basis.

Business Guide to Grenada

This magazine is published every three years detailing offshore and on-shore business domiciling requirements and status of industrial sectors. Produced on behalf of the Grenada Industrial Development Corporation, the magazine is promotional in nature, and includes advertising from private sector firms. Distributions include international investing firms and industrial/professional association members.

Police Force Magazine

Published as an annual effort in Community Policing, this magazine detailed various policing projects and activities of the Royal Grenada Police Force. Advertising sold as a fundraising vehicle helped support supplemental media projects on behalf of law enforcement and publicized information enabling citizens to help reduce crime, juvenile delinquency, and to promote public safety. Distributed at police functions and marketed by retail.

RECENT PARTIAL CLIENT LIST

- Friends Of Billy Kenoi
- Creative Arts Hawaii
- Punahou School Athletic Dept.
- Hamada Development
- Japanese Chamber of Commerce & Industry HI
- Taste of Hilo Annual Culinary Event
- Heartwood Pacific
- Hui Okinawa - International Haari Boat Festival
- Teamworks International
- King Michele Concerts
- Furnitureland / CS Wo
- VR Business Brokers Hawaii
- Papaya Power
- Integrity Graphics
- Big Island Business 2 Business Magazine
- Government of Grenada
- Food & Nutrition Council
- Grenada Bar Association
- Royal Grenada Police Force
- National Insurance Scheme
- Caribbean Agro / ADM
- Grenada Industrial Development Corporation
- The Grenadian Voice Newspaper
- New National Party
- National Democratic Congress
- Hon. Dr. Keith C. Mitchell
- Binney & Smith Corporation
- Georgia Pacific
- Antigua Labour Party
- CTV Cable Television Antigua
- Trans-Caribbean Advertising Agency
- Concepts Marketing