

Executive Profile

● Strategic Marketing Director

- Accomplished marketing and PR professional with 25+ years of experience in strategic planning, social media strategy, graphic design, event planning, and copywriting.
- Proven success in developing impactful campaigns, fostering media relations, and creating compelling content to elevate brand visibility and drive growth.
- Skilled in organizing diverse events and leveraging social media to engage target audiences.

Professional Experience

Omaha Performing Arts | Omaha, NE | Aug 2024 to Present

● Marketing Manager – Education, Engagement & Events

- Successfully execute marketing strategies, advertising, and promotional plans for all education and community engagement programs, ensuring completion within budget and timeline.
- Utilize data-driven insights to drive effective marketing strategies, measure impacts, and achieve program goals.
- Enhance public awareness and foster community partnerships through the strategic creation and execution of marketing plans, advertising buys, and grassroots events.
- Lead institutional marketing and storytelling efforts, embodying organizational values and effectively communicating the organization's mission and values.
- Coordinate weekly meetings with internal and external stakeholders, managing projects and cross-departmental collaboration to ensure success and alignment with organizational goals.

Omaha Theater Company dba The Rose Theater | Omaha, NE | Aug 2013 to August 2024

● Director of Marketing & Public Relations

- Marketing director with a proven track record of driving substantial growth for a premier regional youth-focused theater.
- Increased membership sales by 30% and consistently sold out summer camp programs through strategic marketing initiatives.
- Optimized a \$250,000 budget, boosting ticket sales and brand visibility via impactful digital, print, radio, and TV advertising campaigns.
- Successfully elevated brand presence through public relations, fund development, and social media management.
- Led a six-person marketing team, effectively executing communication tactics to maximize community impact and achieve organizational goals.

Girl Scouts Great Plains Council | Omaha, NE | Feb 2004 to Nov 2006

● Director of Marketing & Communications

- Marketing leader with a proven track record of achieving substantial growth for a prominent non-profit youth-serving organization.
- Achieved a 145% increase in media exposure and enhanced community engagement through comprehensive marketing strategies.
- Successfully spearheaded a high-impact marketing campaign for the cookie sales program, resulting in record-breaking sales and revenue growth.
- Skilled in leading teams to achieve departmental objectives and contribute to overall organizational success.

Voices for Children in Nebraska | Omaha, NE | March 2002 to Aug 2003

● Communications Coordinator

- Led project management for marketing activities, driving results and maximizing impact by aligning initiatives with organizational goals.
- Enhanced press relations through media interviews, press releases, feature story proposals, op-eds, and press conferences, increasing visibility and engagement.
- Coordinated high-profile events, fostering meaningful engagement and community building, while maintaining an effective online presence through website management and stakeholder communication.
- Cultivated a culture of excellence, collaboration, and professional growth by mentoring interns and volunteers.

Relevant Volunteer Experience

● Nebraska Grand Guardian | Job's Daughters International

- Elected as executive officer for a prominent youth organization's state board, successfully reversing a long-term decline in participation through a comprehensive recruitment campaign that drove net growth.
- Organized and executed engaging events, conferences, workshops, and trainings for a statewide membership base, promoting active engagement and fostering a sense of community.
- Pioneered an innovative digital marketing campaign, leveraging geofencing, streaming ads, and targeted display to amplify reach and resonance across the state.
- Served as an international officer and committee chair, coordinating a performing arts competition that cultivated talent and fostered personal growth among teen participants.
- Mentored youth members in developing essential skills, including presentations, parliamentary procedure, press relations and public speaking, empowering their personal and professional development.
- Provided strategic guidance to adult leaders on critical topics such as strategic planning, EDIA, communications, leadership training, and fund development, contributing to organizational resilience and long-term success.

● Board Member & Fan Fest Chair | United States Figure Skating National Championships

- Chaired the FanFest committee for a national week-long sporting event, overseeing the organization of vendors, live presentations, skating exhibitions, and celebrity skater appearances to create an engaging and memorable experience.
- Coordinated programming for the event's main stage and exhibition skating rink, maximizing audience engagement throughout the event.
- Collaborated with local media outlets on feature stories, successfully promoting FanFest activities and increasing public awareness and attendance.

Education

Ashford University (Now University of Arizona Global Campus)

● Bachelor of Arts – Marketing & Public Relations

- GPA: 4.0 • Graduated with Honors • Summa Cum Laude

Hastings College

● Communications Arts Major – Emphasis in Advertising & Public Relations

CONTINUING EDUCATION CERTIFICATES

● Google Digital Marketing & E-commerce Professional Certificate

Hubspot Academy: Content Marketing Certificate

Certificate in Nonprofit Leadership. Creighton University

Certificate in Nonprofit Management. Iowa State University

Tools

- WordPress | Bulk email platforms | Microsoft 365 | Adobe Creative Suite | Tessitura
Portfolio available at www.koriradloff.com

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