

Katie Watkins

A skilled leader with proven business acumen in every area of the value chain with a passion for collaboration, systems, efficiency to enable better community outcomes.

Contact

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Qualifications

I have more than **five years of executive leadership** roles within two vastly different nonprofit organizations. I have expertise in **communications & marketing, evaluation, development & fundraising, program development & oversight, budgeting, events and partnerships**. I am experienced at facilitating and **leading a board of directors** in strategic planning, program evaluation and staff engagement sessions, as well as other diverse groups. I am **driven and goal oriented** with a belief that diverse perspectives produce the best outcomes. I am great at empowering teams to **solve problems and love collaborating on creative solutions**.

Professional Experience

BASE CAMP

Director of Operations

June 2015 to Present

- One of a five-member senior leadership team responsible for all aspects of organizational success, including program excellence, budget management (\$4.2M), staff oversight of 180 employees and business strategy.
- Oversee use of technology/systems implementation for organizational efficiency.
- Create & implement all marketing/communications strategy to 10,000 households yielding over 4,000 active clients annually.
- Responsible for all resource development (fundraising, volunteers, partnerships) and community engagement, approximately \$400K/year.
- Provide facilitation of strategic planning, evaluation, coaching and support across multiple staff and board teams within the organization.
- Directly oversee development/marketing support staff (Resource Development Manager, interns, site staff office hours, volunteers).
- Possess strong relationships with Northern Colorado funders, including current funded work with Bohemian Foundation, OtterCares Foundation, City of Fort Collins, United Way of Larimer County, Buell Foundation, Anschutz Family Foundation and several local companies as well.
- Create high level reports summarizing financials, program outcomes and needs to guide board discussions at monthly meetings.
- Participate in all board meetings as a staff liaison, including regular presentation, collaboration and committee leadership.
- Participate in several community, school district, nonprofit collaboratives to ensure BASE Camps proactive role in better community outcomes, including co-chairing the PSD District Advisory Committee, PSD Insight Committee, PSD School Start Times Committee, Leadership Fort Collins, United Way, and Directing Change.

NO BARRIERS

Festival & Events Director

October 2010 to May 2015

- One of a five member executive leadership team, with complete individual responsibility of all aspects of program development, management, marketing, budgeting, etc. for Summits & Events.
- Created strategy and implemented multi-day outdoor adventure & technology conference with a \$500K budget, including \$350K in sponsorships.
- Participated in a Rapid Innovation Lab to design, test and create academically relevant program evaluation around resiliency and social emotional outcomes of all No Barriers programs, in partnership with Brigham Young University.
- Worked with corporate sponsors at the \$15-\$50k level on employee engagement plans and sponsorship exposure maximization
- Led board-staff collaborative team responsible for planning and evaluating programming.

Program & Tech Competencies

CRM systems
Custom built software
Program Evaluation
Backend web management systems
Donor management systems
Online giving platforms
Google Suite
Microsoft Office Suite
Basic Graphic Design
Adobe LightRoom

Community Engagement & Volunteering

Leadership Fort Collins, 2015-16
PSD Insight Committee, 2017-18
PSD School Start Times Committee, 2018
WomenGive, 2017-18
The Nappie Project, 2018
The Pointe of Glenwood Springs, 2012 to present
PSD District Advisory Committee (Co-Chair), 2019-present

More About Me



(No Barriers, Continued)

- Instituted crowdfunding platform and campaigns, new to the organization and sector at the time.
- Managed program team with 3-5 staff and interns, and over 100 volunteers.

Prior Roles at No Barriers:

Fundraising & Events Manager, Communication & Outreach Manager

CENTURY, LLC.

Marketing Manager

October 2008 to October 2010

- Successfully managed marketing, recruitment, brand presence and VIP events for the industry's leading trade show and conference (budget of \$350,000/2,500 attendees).
- Created branded campaign launches resulting in successful market introduction of new products.
- Initiated social network marketing campaign and created plan to engage all employees.
- Conceptualized and implemented interactive Customer Resource Center.
- Managed marketing presence and product placement in 300-page conclusive catalog, the main print resource for over \$60M in annual sales.
- Created marketing collateral and presentations to support product placement in retail sporting goods stores.
- Led 6-member marketing team in wholesale/retail/B2B and B2C sectors for large sporting goods company.

WORLDSTRIDES

Creative Manager

February 2006 to October 2008

- Implemented highest-yielding lead generation marketing campaign in company history.
- Managed and led regional lead-generation and customer engagement events.
- Oversaw 3rd party fulfillment vendor relationship to ensure 300,000 annual travelers received appropriate, customized support materials and information.
- Supported large sales team with collateral and campaigns to reach company goals.

Education

Ouachita Baptist University

2006 B.A., Cum Laude

Communications & Marketing