

CATHY HAYEK

Spring, Texas 77388

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Portfolio: www.CATcreativeNow.com

EXPERTISE

- Corporate Communications
- Graphic Design
- Event Management
- Sponsorship/Client Sales
- Remote Work/Tools
- Social Media Strategy and Content
- Content Development
- Marketing Campaigns
- Editing/Copywriting
- Social Responsibility
- Branding
- Corporate Giving Campaigns
- Intranet/Website Management
- Strategic Planning
- Volunteer Coordination
- Tracking and Analytics
- Project Management
- Crisis Response

AWARDS

International Association of Business Communicators (IABC)

Gold, Silver and Bronze Quill
(2019, 2018, 2014, 2013, 2012)

Montgomery County Food Bank

Volunteer Service Award (2018)

Gulf Coast Regional Blood Center

Large Group of the Year (2016)

Montgomery County Food Bank

Innovation in Philanthropy (2015)

Visix Expression Award

Best Still Design Finalist (2014)

Montgomery County United Way

Mitchell Energy and Development Corporation Heritage Award
(2013, 2012, 2011, 2010)

PROFILE

Award-winning corporate communications expert with almost 20 years of experience in strategic planning, creative content generation, graphic design and management of internal and high-profile external campaigns and special events. Skilled professional with strong proficiency with leadership skills, team collaboration and relationship development with executives, philanthropic leaders, peers and other stakeholders in a fast-paced working environment.

WORK EXPERIENCE

Kodiak Gas Services

Internal Communications Manager, June 2021 – June 2023 (*reduction in force*)

- Executed internal communications strategies to support company's mission, strategic priorities, values, culture, brand, and employee engagement.
- Developed and managed company's intranet site and continual support for content.
- Orchestrated communications strategies in support of significant change initiatives.
- Produced engagement events for town halls, meetings, and events.
- Established and provided continual support of employee resource groups.

Excelerate Energy

Marketing Manager, November 2021 – June 2022

- Developed and executed domestic and international strategic marketing plan.
- Owned the management and continual enhancement of the brand image.
- Managed executive communications and social media accounts.
- Executed company's IPO on the New York Stock Exchange involving change management communications, event management, and large-scale branding.
- Improved employee engagement, community relations and campaign development.
- Worked closely with external vendors globally to execute on the marketing strategy.
- Served on the Diversity Equity Inclusion and Employee Engagement committees.

CATcreative

Content and Events Manager, Graphic Designer, 2004 – Present

- Performed desktop publishing for marketing pieces, web content and decor. Executed fundraising and revenue generating events and management including logistics, communications, vendor management, staffing, decor and budgets.
- Sponsorship sales and client relations to ensure sponsor benefits and commitments.
- Developed social media presence (ex. Group members of 5K under 3 months)
- Served on management team for "Comic Conroe Convention" in summer 2021.

Anadarko Petroleum Corporation

Corporate Communications Analyst II, December 2010 – December 2019

Communications Management

- Managed corporate communications campaigns including internal, external and social media to also include story-telling and change management.
- Generated creative content, graphic design and other media outlets.
- Collaborated with multiple departments and stakeholders.
- Assisted with executive communications including speech writing, presentations and script writing.

EX: LiveSAFE Valentine's Day Campaign

- » Objective: jump start company-wide safety culture with heavy support from the Executive Committee.
- » Communications: flyers and large-scale signage design and production, internal social media postings, and email and intranet site copywriting.
- » Special event: held at each office location with executives handing out breakfast and quirky Valentine's Day card with safety messaging.
- » Success: campaign measured by a strong change in company culture based on safety and decrease of number of incidents.

SKILLS

Adobe Illustrator	★★★★★
Adobe Photoshop	★★★★☆
Adobe InDesign	★★★★☆
Adobe Acrobat	★★★★☆
Microsoft 365	★★★★★
CRM Platforms	★★☆☆☆
Social Media	★★★★☆
Sharepoint/Web Design	★★★☆☆
Photography & Video	★★☆☆☆
Client Relations	★★★★★
Decision Making	★★★★★
Leadership	★★★★☆
Teamwork	★★★★★
Multi-tasking	★★★★★
Networking	★★★★★

EDUCATION

Texas A&M University

College Station, TX
Bachelor of Business Administration
in Marketing

Content Marketing Certified


HubSpot Academy

INTERESTS

- Stage Acting & Comedic Writing
- Sports Fanatic
- Family, Friends and Fur Babies
- Binge TV while Puzzle Solving
- Good Conversations

ONLINE

 www.CATcreativeNow.com

 [cathyhayek04](https://vimeo.com/cathyhayek04)  [cathyhayek](https://www.linkedin.com/in/cathyhayek)

WORK EXPERIENCE

[continued: Anadarko Petroleum Corporation - Community Relations]

Community Relations

- Supported corporate social responsibility initiatives as a liaison between company and external organizations.
- Organized and recruited volunteers, vendors and participants for community and company-wide events.
- Developed and managed multi-million dollar community giving campaigns resulting in a consistent increase in funds raised over the last eight years.

EX: United Way Campaign

- » Objective: Annual employee giving campaign to raise \$1 million and meet the 80% participation challenge.
- » Communications: internal social media content, direct email messaging, intranet site postings, print, digital flyers and large-scale signage creation.
- » Special events: meetings and information sessions, fundraising events and campaign celebration from upper management members.
- » Success: campaign raised \$5.6 million for United Way and finished at 88% online participation – the highest in more than 10 years.

Event Management

- Organized and recruited volunteers, vendors and participants for community and company-wide events.
- Coordinated large-scale events including A-list entertainment, communications, catering, decor and graphics.
- Designed event graphics, activities, marketing pieces and decor.

EX: Astros Day

- » Objective: celebrate Anadarko's partnership with the team, boost employee morale and raise funds for the Astro's Foundation.
- » Communications: large-scale signage and event decor, internal social media, and internal communications through email and intranet site.
- » Special event: following 2017 Astros World Series Championship, panel discussion featuring Astros leadership and players. Coordinated team to set up a large tent for employee engagement including trophy photos, practice with Minor League players and lunch from celebrity chefs.
- » Success: talked about for years after as a great re-focusing tool for employees to learn about success, engage with each other, and network with leadership. Event won an IABC award.

Fluor Corporation/Houston Federal Credit Union

Marketing Specialist, May 2005 – June 2009

- Executed employee engagement activities, events, and seminars including rentals, catering, decor, communications and budgeting.
- Managed vendor relations and controlled promotional item ordering.
- Assisted with business development initiatives and communications.
- Generated creative pieces and marketing collateral for web site content, event materials, and other internal and external communications.
- Coordinated traffic and distribution of marketing materials between branches, mail-house, creative agencies, and/or promotional companies.

VOLUNTEERING

Old West Melodrama Productions

Troupe actor, social media content manager and marketing specialist

Galactic Events: Comic Conroe

Sponsorship Manager, celebrity liaison and marketing and event coordinator

Montgomery County Food Bank

Fundraising committee member and graphic design

Houston Rodeo Competitive BBQ Team

Co-Owner and VP of Marketing/Donor Relations and Social Media Manager

United Way of Greater Houston

Community Investment Volunteer for Recipient Agencies