

Katie O'Hara

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Professional Summary

Thanks to my rather eclectic history, when I pull up a seat at the table, I bring with me an abundance of knowledge and know-how. When we work together, I combine that knowledge with my love, talent, and passion for storytelling to deliver clear and concise content and brand messaging in order to ramp up business sales and revenue, all while gaining online (*and in person*) momentum for your company. At heart, I am a storyteller and I'm an expert at voice matching and curating your company's story to help you share your big *'why'* with the world.

I love immersing myself in creative environments and surrounding myself with those who seek to not only *be* but also *do*. When I'm passionate about something, I can sell it to anyone because promoting the ideals, products, values, and ways of life that I hold close to my heart drive me. While I can be incredibly professional, I'm also known to be equally fun and entertaining and know the value of and time and place for both vibes. I pride myself on my creativity, ability to authentically connect with people from all walks of life, and my positivity, and I'm stoked at the opportunity to work with you.

Skills

- Exquisite language and communication skills, both in formal and non-formal correspondence
- Excellent at working on and developing a highly motivated team
- Extremely organized
- Ability to engage effectively with clients, peers, and senior staff
- Naturally creative and artistically inclined
- Direct response copy
- Email marketing campaigns
- Google Business/Google Ads
- Mac OSX and PC proficient
- Proficient at Adobe Creative Suite [InDesign, Photoshop, Illustrator, Dreamweaver] and Microsoft Office (Word, Office, Excel, PowerPoint)
- Excellent at website building/managing [WordPress, Square Space, Wix, CSS]
- Fundamental QuickBooks + Sage Accounting skills
- Event planning

Work History

National Program Engagement Specialist

CorePower Yoga

Mar 2016 - Mar 2018

Denver, CO

- Connected with clients via telephone and email and effectively answered questions and inquiries, enrolled clients in numerous programs.
- Entered details such as payments, account information and call logs into Salesforce and Mind Body Online systems.
- Copied, logged, and scanned supporting documentation and placed all information in client files.
- Analyzed departmental documents for appropriate distribution and filing.
- Assisted 100 - 500 customers in an average week by answering questions, responding to inquiries, and scheduling engagement calls.
- Implemented marketing strategies which resulted in growth of client base.
- Developed new process for client enrollment which resulted in marked performance improvements.

Operations and Purchasing Manager

Sep 2014 - Mar 2016

Fusion Light And Design

Denver, CO

- Placed purchase orders for lighting fixtures and accessories; followed through with each order until complete.
- Established new vendor relationships and deepened existing ones.
- Performed cost reduction and containment.
- Developed and implemented purchasing systems and procedures.
- Scheduled deliveries to and from warehouse efficiently.
- Researched and created lighting and design packages for clients.
- Acted as point of contact between clients and sales staff.
- Maintained social media platforms and company website.
- Verified data integrity and accuracy.
- Produced reports and documents for senior team members on weekly basis.
- Copied, logged, and scanned supporting documentation and placed all information in client and vendor folders.

Webmaster and Front Desk Executive

Aug 2013 - Mar 2014

Colorado Film School

Denver, CO

- Front desk executive and standard office administrator duties.
- Assistant to the Student Success Coordinator.
- In charge of creating content for company website and related social media platforms.
- Assisted school admissions staff in pre-qualification process of prospective students.
- Successful acquisition and enrollment of prospective students via outreach projects and leading school tours.
- Analyzed departmental documents for appropriate distribution and filing.
- Point of contact between members of staff; managed bi-weekly team meeting.

General Manager and Personal Assistant

Dec 2011 - Mar 2013

Denim One

Denver, CO

- Excelled in both customer service and sales responsibilities.
- Assisted owner in personal/business banking, account management, calendar and appointment management.
- Generated and maintained relationships with fashion industry vendors.
- Performed buying for all lines carried in store.
- Managed all employee relations, hiring, training, scheduling, payroll, etc.
- Input inventory into point-of-sale system and maintained inventory count in store on website.
- Managed social media platforms, marketing projects and community outreach projects.
- Responded to customer requests via telephone and email and effectively answered questions and inquiries.

Community and Project Manager

Mar 2011 - Dec 2011

Blue Fusion Digital

Denver, CO

- Produced content for social media platforms and websites for Blue Fusion Digital and its' various clientele.
- Conducted and filmed interviews pertaining to specific client niches.
- Established and fostered relationships with potential clients, sponsors, vendors, influencers, and content contributors.
- Crafted design projects such as new logos and creative ad campaigns.
- Created invoices and maintained accounts receivable.

Fine Dining Hostess and Server

Apr 2011 – Mar 2020

Various Companies

Denver, CO

I've worked in the fine dining industry off and on since 2011, in a handful of established and respected bars and restaurants in the Denver area.

- Greeted and welcomed guests and VIP clientele.
- Assisted guests in menu, spirit, and wine selections.
- Acted as the liaison between the guest and the kitchen.
- Created a memorable dining experience for guests, which resulted in many new 'regulars'.
- Managed hostess schedule.
- Wrote hostess training manual and trained all new hires

Education

University of Colorado

Dec 2010

Bachelor of Arts: Film Studies

Boulder, CO

Certifications

- SEO Certificate Training
- CYT 200 - 200HR Certified Yoga Teacher