

Kate Wolcott

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EXPERIENCE

Synacor, Inc.
Marketing & Creative Services Coordinator

Buffalo, New York
August 2008 - present

Essential marketing communications role within a company that serves as a global partner for innovative technology solutions. This position entails marketing and creative direction, as well as organizational work flow management for the delivery of tactics that support major international, multi-service operators in the television, Internet, and telephone markets. Responsibilities include intensive planning, project management, and quality assurance measures for online and offline marketing; facilitating campaigns from conception through execution; managing agency and contract work; serving as the in-house copywriter, as well as reviewing, editing, and approving creative output; and assisting with design as necessary.

All projects surround engaging marketing strategies and tactics for Synacor products, plus premium services and content from cable networks and other providers such as CNN, Associated Press, Nickelodeon, American Greetings, Fox Sports, NHL, MLB, NASCAR, and other major brands.

St. Bonaventure University
Marketing Communications Adjunct Professor

Buffalo & St. Bonaventure, New York
May 2008 - January 2011

Successful professorship in a unique graduate degree program, Integrated Marketing Communications. Course work has included new media, digital marketing communication, mass communication theory, and mass communication practice.

Curriculum has involved a unique approach to theory, integrating historical and cultural elements with contemporary communication practice, as well as practical and creative strategies for using and managing new media in marketing—all while focusing on the importance of style, design, and writing skills in the realm of modern media and communication.

Mellon Synergy Group
Director of Creative Services
Creative Services Consultant

Ellicottville, New York
December 2004 - August 2008
August 2008 - January 2009

Proven success in multiple roles at a strategic marketing firm, all impacting company growth in the online media industry, from expansion of marketing services to branding and corporate initiatives. Other responsibilities included management of internal teams and projects; development of creative strategies; relationship management; marketing communications plans and collateral; collaboration with design and development teams, vendors, and contractors; internal strategic planning; Internet marketing initiatives, such as implementing and overseeing search engine optimization, blogs, content management; and assurance of solid messaging through effective copywriting and design.

Cattaraugus County Arts Council
Marketing & Program Manager

Allegany, New York
October 2003 - December 2004

Responsible for marketing management, campaign design, event planning, and media buying—along with all other aspects of integrated, mass communication ventures—within one of New York State's largest Arts Council jurisdictions. Major accomplishment includes implementing "Routes to Art," an event honored with New York State's Culture & Tourism Award.

Institute of Practitioners in Advertising
Communications Intern

London, England
Summer 2004

Unique marketing communications experience, offering invaluable knowledge in international communications, as well as involvement in media management and planning for major British companies.

EDUCATION

St. Bonaventure University

Master of Arts, Integrated Marketing Communications

Bachelor of Arts, Philosophy

English minor, and Business concentration

St. Bonaventure, New York

December 2004

May 2003

Somerville College at Oxford University

Masters level study abroad in International Marketing

Oxford, England

Completed in 2004

Student Partners Abroad

Study Abroad Program in French Language Arts

Paris & Lille, France

Fall 1998

MEDIA SKILLS

Web and print layout: Adobe Creative Suite—Illustrator, Photoshop, InDesign

Copywriting and editing for online and print collateral

Web-based content management systems

Social media strategy and execution

Search engine optimization strategy and execution

DISTINCTIONS

Social Media Club Buffalo, Creative Director - present

Americans for the Arts, National member & founding member of Buffalo Emerging Leaders in the Arts Program - present

ADDY Award Nominee - 2011

AT&T Real Voices Campaign, Campaign Ambassador - 2010

Mark Hellinger Media Excellence Awards, New York, New York - 2006

NBC Studios, Shadowing Experience, New York, New York - 2004

IMC Conference, Edelman International, New York, New York - 2004

Saint Bonaventure University, Student Ambassador - 2003

Mary Anthony Brown Philosophic Excellence Award, Recipient - 2003

NeighborWorks of America, Certified Marketing Consultant - 2003 - 2005