

# Kathleen LaLiberté

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## Specialties

- Making connections that reveal new opportunities
- Creating order and elegance from complexity
- Using words and images to motivate and inspire
- Sweating the details to deliver excellence and value

## Professional Accomplishments

Directed the cross channel integration of product, messaging and creative presentation for a leading consumer-direct brand. Played a senior-level, strategic role from startup to \$70MM.

Established and managed a 10-person creative services bureau, providing concepts, design, copy, production and public relations. Oversaw the timely execution of catalogs, direct mail packages, websites, packaging, advertising and signage.

Produced award-winning print and electronic content, including emails, blog posts, how-to articles, customer stories, slide shows and videos, surveys and polls, newsletters and interactive web tools.

Developed marketing plans and communication strategies for a wide range of products and services. Leveraged traditional and new media, finding fresh ways to engage, inspire and motivate.

Supported small businesses and non-profit organizations in more effectively communicating their mission, story and personality. Revised website architecture and design, enhanced and expanded content.

## Work Experience

Johnnie Brook Creative, Richmond, VT

2007-present Principal. Marketing services for small businesses and non-profits

Gardener's Supply Company, Burlington, VT

2006-2010 Director of Gardening, Manager of Content and Community

1997-2006 Director of Brand Services, Editor in Chief

1984-1997 Creative Director

## Education

BS, Environmental Education

University of Vermont, Burlington, VT