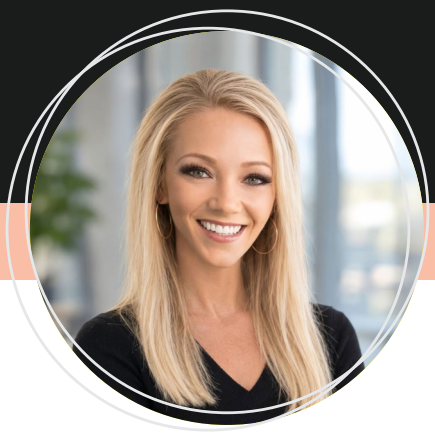


KATHRYN ALLBRIGHT

Creative Communications & Marketing Strategist

303.919.1765 | Kathryn.Allbright@gmail.com

www.KathrynAllbright.com | Parker, CO

PROFILE

Creative communications and marketing strategist with extensive experience leading brand development, integrated marketing campaigns, and multimedia storytelling across education, nonprofit, real estate, financial services, and commercial industries. Combines creative direction and hands-on production expertise with strategic thinking to develop compelling, audience-focused communications across digital, print, social, and video platforms. Experienced in translating complex organizational initiatives into cohesive brand experiences, managing cross-functional projects, and delivering measurable results. Recognized nationally for excellence in educational communications, video production, and digital content.

PROFESSIONAL EXPERIENCE

Marketing & Creative Designer | Littleton Public Schools, 2022–2026

- Led development of integrated brand communications for district programs, enrollment, events, and community outreach across print, digital, web, video, and social media
- Developed the brand identity and launch marketing for EPIC Campus, contributing to nearly 1,000 enrollments against a goal of 700
- Directed multimedia storytelling and video production for organizational campaigns from concept through delivery, including filming, conducting interviews, editing, motion graphics, event recaps, and multimedia storytelling
- Developed digital brand experiences and visual content supporting audience engagement while maintaining consistent branding across platforms
- Partnered with executive leadership and cross-functional teams to translate organizational priorities into strategic communications while managing projects and competing deadlines
- Earned national recognition from the National School Public Relations Association (NSPRA), receiving 2026 Awards of Excellence for podcast, website, and newsletter content, a 2026 Award of Merit for video production, and Awards of Excellence for video production in 2024 and 2025

Graphic Designer | Ed Bozarth Chevrolet, 2015–2022

- Designed integrated marketing campaigns across print, digital, broadcast, and social media, and video including TV commercials, digital ads, email campaigns, catalogs, infographics, and presentations
- Collaborated with leadership, internal teams, and external vendors to develop marketing initiatives, maintain brand consistency, and manage production timelines
- Developed website content and supported the launch and marketing of the Commercial Vehicle Department
- Mentored team members while contributing to employee morale and engagement initiatives

CORE COMPETENCIES

- Brand Development
- Visual Identity
- Print & Digital Design
- Video Production
- Motion Graphics
- Social Media Marketing
- Creative Strategy
- Marketing Communications
- Integrated Campaigns
- Creative Project Management
- Cross-Functional Collaboration

SOFTWARE

- InDesign
- Ilustrator
- Photoshop
- Premiere Pro
- After Effects
- Audition
- Figma
- Canva
- Powerpoint / Google Slides

Director of Marketing & Design | Security First Financial, 2014–2015

- Designed branded marketing materials across print, digital, email, and large-format formats to support business development and client engagement
- Researched local real estate market trends and developed targeted marketing campaigns and advertising content for prospective clients
- Managed in-house creative production, including photo editing, graphic refinement, and final preparation of polished, brand-consistent materials

Marketing Director | Berkshire Hathaway HomeServices, 2011–2014

- Managed marketing strategy and creative execution for 70+ real estate professionals, developing customized campaigns and promotional materials aligned with individual business goals
- Supported the brokerage's transition to Berkshire Hathaway HomeServices by creating branded marketing materials and maintaining consistency with new corporate identity standards
- Developed marketing strategies informed by real estate trends, audience needs, and business objectives
- Designed and produced multi-channel materials, including print ads, flyers, postcards, signage, email campaigns, and digital assets
- Updated agent and company websites, established business social media accounts, and supported digital initiatives to strengthen online presence and client engagement

Graphic Designer | Community College of Denver, 2009–2011

- Designed and produced print and digital marketing materials for campus departments, including handbooks, newsletters, posters, brochures, catalogs, and event promotions
- Collaborated with departments across campus to develop visual communications supporting academic programs, campus services, and student engagement
- Contributed to promotional photography and created visual assets for marketing campaigns and institutional communications

Technical Designer | Denver Transfer Initiative, CU Denver, 2007–2010

- Developed the brand identity and marketing strategy for a newly established nonprofit, creating cohesive visual standards and promotional materials
- Produced, filmed, and edited promotional videos to build organizational awareness and communicate program impact
- Planned, promoted, and facilitated student workshops focused on academic success, engagement, and community support

RECOGNITION

National School Public Relations Association (NSPRA)

2026 Awards of Excellence: Podcast, Website, Newsletter
2026 Award of Merit: Singular Video
2024 & 2025 Award of Excellence: Singular Video

EDUCATION

Bachelor of Arts, Design & Communications | University of Colorado, Denver

Magna Cum Laude Honors Graduate | 3.8 GPA
Golden Key Honor Society
International Laureate Scholar
Academic Honors, 2003–2008