



**Kat Mullaly**  
**Creative Communications Pro**

**Contact:**  
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## AWARDS

- **Winner**, Ad Design Club of Canada - Best Broadband Website, "Gary & Mike" for Big Ticket Entertainment/Paramount-UPN
- **Winner**, Bandies - Best Virtual Channel Content for Madison Sq. Gardens TV, NY
- **Finalist**, Emmys - Interactive TV, "News 12" for Cablevision, NY and "Cyberchase" for PBS
- **Finalist**, EMMA's - Interactive TV for TechTV
- **Winner**, Applied Arts Magazine - Best Commercial CD-ROM, "Hendrix: The Making of Electric Ladyland" for Classic Albums
- **Winner**, General Proficiency Trophy, Lord Nelson Public School

## HELLO, I'm Kat Mullaly...

- An accomplished **Writer** and **Creative Communications Strategist** with a proven ability to develop and execute highly effective communication plans and "stories that sell"; engaging ideas that support company and/or client brands and business objectives.
- An experienced "generalist" who has worked on and managed advertising, marketing, and general communication teams for a variety of clients in a number of sectors, including: **consumer, B2B, not-for-profit, corporate** and **network and specialty television**.
- An expert in integration—ensuring the communication tools developed for each medium appropriately and consistently communicate the brand message—with solid writing and production experience in **video/TV, iTV, audio/radio, print** and **new media**.

## I also...

- Have a **keen interest in cultural, lifestyle and communication trends** and monitor a wide range of media in order to keep current. (Am particularly passionate about live theatre, television and film.)
- Am **team-focused** and work co-operatively with other account, business development and internal or external departments to manage and grow business.
- Have a **genuine curiosity** and interest in gaining insight into a broad range of client sectors and their markets.
- Have an **entrepreneurial approach** that is results-oriented, respects deadlines and commitments and is driven by common-sense.
- Have **exceptional interpersonal skills** and a very **healthy sense of humour**, which allows me to maintain positivity and perspective, even under challenging circumstances.

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## EMPLOYMENT HISTORY

### Jan 07 – Present

#### Freelance

Writing and/or consulting on an as-needed basis for a variety of clients requiring assistance, primarily on marketing and advertising projects.

### Jan 04 – Dec 06

#### Extended Family Leave + Sabbatical

Paused career to care for dying family member. Afterward: relaxed, rejuvenated, regrouped, reassessed, and realized some long-neglected priorities, including earning my Private Pilot's License.

### Aug 00 - Jan 04

#### Creative Director/Writer

#### ExtendMedia, Toronto

Entertainment and marketing communications for clients in the TV production, cable TV and telecom sectors

- **Overview:** Conceived and managed execution of strategic creative projects, overseeing a staff of direct reports that included writers, artists and usability architects; worked closely with account management and sales to develop new business; also assisted in determining overall company strategy as a member of Sr. Management Team
- **Media:** Primarily interactive television; plus website, CD-ROM & DVD
- **Clients:** BCE (Bell SmartTouch; ExpressVu TV; ExpressVu DirecPC; Sympatico-Lycos); Cablevision (U.S. MSO/cable network: MetroPlus New York, News12, Madison Square Gardens, MuchMusic USA, Bravo, Independent Film Channel, American Movie Classics/AMC); Big Ticket Television (div. Aaron Spelling Entertainment/Paramount-UPN); TechTV; ESPN; HBO; PBS

### Apr 99 - Aug 00

#### Creative Director/Writer

#### Kuhn Technology Marketing, Toronto

B2B advertising and marketing for high-tech and industrial clients

- **Overview:** Managed 1 senior and 1 junior writer, 5 print artists and 2 new media artists
- **Media:** Print (advertising and collateral); new media (websites, e-Business, CD-ROM); trade show
- **Clients:** Teklogix (wireless supply chain management); WaveRider (wireless Internet); Centraxx (wireless location technology); Efos (ultra-violet light technology); GE Glegg (industrial water purification); Pratt & Whitney Canada (aircraft engine mfg.); Honeywell (aerospace components); Mold-Masters (plastics molding technology)

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**EMPLOYMENT HISTORY** (Cont'd.)**Oct 89 - Dec 98****President/Creative Director****Marconi & Cheese Communications, Toronto**

B2C and B2B marketing and advertising; internal and external corporate and not-for-profit information, educational and training materials

- **Overview:** Built and grew a successful small communications company from the ground up (and saw it grow through a difficult recession); managed small internal staff and external contractors/freelancers as projects required
- **Media:** Specialized in audio (broadcast radio and non-broadcast cassette & CD); also some broadcast TV, non-broadcast video, new media (CD-ROM and website) and print
- **Clients - Consumer & B2B:** IBM (Canada and Worldwide); Apple Computer; Häagen-Dazs; Everfresh; Wrigley; Quaker State; Seaman's Beverages; Knorr Swiss; Travel and Leisure Show; Royal LePage Real Estate; Pinestone Inn and Country Club; Quality Records; Classic Albums.  
**Not-for-Profit:** City of Toronto; Government of Ont.; Association of Ont. Health Centers; Addiction Research Foundation; Registered Nurses Association of Ont.; Nurse Practitioners Association of Ont.

(Employment History prior to 1989 available on request.)

**EDUCATION**

- University of Alberta: BFA

**REFERENCES**

- Available on request.

Thank you for your time and attention to this resumé!

