

Melissa Swink  
& Co

Katy  
Compton



## MARKETING SPECIALIST

I have a somewhat nerdy passion for brand, marketing, communications, and public relations. Over my career, I have had some pretty remarkable experiences including various rebrandings (and some brand tweaking along the way), multiple new websites, dozens of live TV spots, large fundraisers, and more.

My experience had been mostly in the nonprofit realm. Through this path I have become a jack-of-all-trades with experience in content creation, website, social media, public relations, graphic design, photography, and more. I love being able to increase awareness and help the organization that I work for excel.

My goal as an organizational storyteller is to tell the brand story in the most engaging way possible through content and visuals. Create complementing communications, marketing, and media relations strategies, is one of the best ways to help organizations find the people that are craving their content.

One of the things I love to do outside of work is art and I have had pieces in several shows. I am currently looking to build up my portfolio to have a show of my own.

To see examples of my marketing and design work, please visit my online portfolio, <https://katycompton.wixsite.com/website>.