



Katie Sweet

all things marketing & events

Experience

Lakes Region Community College & CCSNH 2022 - present
Marketing & Public Relations Manager, LRCC
Events & Engagement Manager, CCSNH

As the strategist for all marketing efforts at LRCC—and newly appointed Events & Publications Manager for the CCSNH—I develop bold, effective strategies that elevate our message and expand our reach. My creative approach to events consistently sparks community interest and earns free press coverage. I'm the creator and editor of a statewide magazine that highlights students, programs, and success stories from all seven community colleges, helping families across New Hampshire see the full impact and opportunity within our system. I also established LRCC's brand guidelines, bringing clarity and consistency to all communications. I serve on several committees, including the President's Cabinet, and lead both campus and system-wide events that bring our mission to life.

Marketing & Recruitment Director Camp Marist 2020-2022

At Camp Marist, I orchestrated a seamless experience for this camp community by taking charge of website content, social media strategies, and ad campaigns. Skillfully managing budgets, I ensured parents were well-informed, orchestrated memorable events, and absorbed valuable knowledge from educational workshops.

Marketing Specialist Metro Walls 2018-2021

In my role as a Marketing Specialist at Metro Walls, I harnessed the excitement of construction through photography, engaged audiences on social media, and designed compelling ads. Additionally, I oversaw an external advertising agency and played a pivotal role in organizing impactful events, along with crafting robust award-winning submissions.

Marketing Specialist Chocorua Camping KOA 2016-2020

As a contractor for a campground franchise, I revitalized the lodging website, created bespoke social content, and explored innovative ways to implement corporate marketing tools. My responsibilities extended to planning special events, conducting cooking demos, and orchestrating trade shows.

Marketing Manager Portsmouth Chamber 2012-2015

As the creative force behind newsletters, websites, and social media at the Portsmouth Chamber of Commerce, I coordinated events and took charge of the eCoast Technology Committee. Additionally, I assumed the roles of event producer and staff photographer, ensuring a comprehensive marketing approach.

Marketing Coordinator York Hospital 2008-2012

In my capacity as the Marketing Coordinator at York Hospital, I spearheaded the creation of weekly newsletters and designed branded marketing materials for special events and services. Responsibilities also included negotiating with vendors, overseeing media buys, updating the website, managing social media accounts, and handling various office duties.

Contact

katiemsweet@gmail.com

603.502.8392

web: katiemsweet.com

Expertise

- Branding
- Community Outreach
- Copy-writing
- Editing
- Event Planning
- Media Buying
- Newsletters
- Project Management
- Strategy
- Trade Shows

Tech Skills

- Content Management
- Email Marketing
- InDesign
- Photoshop
- Photography
- Social Media
- Web Design

Education

Emerson College
BA, Media & Creative Writing

Awards

2023 | Chancellor's Award
Excellence in Service