

KATHRYN SWANTON, MSc

Impact Marketer + Brand Builder + Storyteller + Community Connector



CONTACT:

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ADVANCED SKILLS:

- Public Relations: *Press Releases, Op-ed, Ghostwriting, Copywriting, Paid Advertising*
- Project Management: *Budget Allocation, Modeling, Process Improvement*
- CRM Data: *CiviCRM, Salesforce, HubSpot, Little Green Light*
- Graphic Design: *Adobe Photoshop/Illustrator, Canva*
- Digital Marketing: *Social Media Content Creation, Email Marketing (Emma, Constant Contact)*
- Web Design/Analytics: *Google Analytics, SEO, HTML, WordPress, Squarespace*
- Language: *Advanced French (14 years) & Introductory Spanish (3 years)*

SUMMARY:

As a highly creative communications professional, I am deeply committed to positively impacting communities through strategic and innovative marketing initiatives. With over 15 years of experience in marketing, public relations, and sales, I strive to craft compelling narratives, build meaningful connections, and mobilize resources that enable organizations to reach new heights. Throughout my career, I have helped nonprofits and businesses enhance their brand awareness to grow their presence and influence, both online and throughout our community.

As the President and Founder of Metkat Marketing, I have led diverse projects, producing compelling written materials, conducting data analysis, and orchestrating client convenings to drive local, regional, and national marketing campaigns. In my last role as the Senior Manager of Marketing and Events at the Center for Nonprofit Management, I led CNM's marketing and communication strategies related to member engagement, media relations, branding, advocacy, community/partner events, and promotion of CNM's programs and services.

I hold a Master of Science in International Marketing Management from the University of Leeds Business School and a Bachelor of Science in Business Administration with a minor in French Communication from Nazareth College of Rochester. Awards include Nashville Cable Rising Star Award Finalist, Nashville Cable Power of Inclusion Award Winner, and Nashville Business Journal Leader in Diversity Honoree. Professional memberships include the American Marketing Association Nashville, Impact100, TEDx Nashville Women, Tennessee Nonprofit Network, Consultants for Good, and The Nashville Area Chamber of Commerce.

In my volunteer capacity, I have contributed to social media efforts for the All Within My Hands Foundation, served on the Grants Committee for Impact100, and volunteered in communications roles for the Gates Historical Society, Rush Democratic Committee, and Hands On Nashville.

In my spare time, you can find me square dancing, attending rock concerts, traveling, wine-tasting, attending cultural and networking events, embracing my role as a proud Tia, and caring for my three fur babies.

Want to learn more? Scan to connect with me on LinkedIn!

