

KATHERINE HARDWICK

Downtown Vision | 214 N. Hogan St., Ste. 120, Jacksonville, FL 32202
904 634 0303 x230 | katherine@dtjax.org | DTJax.com

With 12 years of experience as a marketing and communications professional, my passions are downtown revitalization and the cultivation of civic pride. I serve as the Vice President of Marketing for the non-profit Business Improvement District, Downtown Vision, Inc. (DVI), and oversee a department of passionate marketing and communications professionals. Together, we execute three of DVI's four strategic pillars: marketing and communications, experience creation and information management. Our work serves to reinforce Downtown as Jacksonville's unique and authentic epicenter for business, history, culture, education and entertainment.

CAREER EXPERIENCE

DOWNTOWN VISION, INC.

Vice President of Marketing, *Oct. 2016-Present*

Marketing Director, *Dec. 2011-Oct. 2016*

Marketing & Events Manager, *Feb. 2009-Dec. 2011*

- Envision and execute DVI's marketing and communications strategy.
- Supervise all online and print marketing efforts under the "DTJax" brand and promote Downtown as a great place to live, work, visit and invest.
- Lead public relations efforts, coordinate with media and oversee all corporate and stakeholder communications.
- Collect, analyze and publish Downtown's data; produce annual State of Downtown Report, survey stakeholders.
- Supervise events staff on the promotion and production of events to create great experiences Downtown and to serve as economic drivers for Downtown businesses, including the First Wednesday Art Walk.
- Provide customized walking tours about Downtown's past, present and future.
- Host #DTJax Marketer Meet-ups to convene cultural, entertainment, tourism and civic marketers, to encourage cross-promotion and to share ideas.
- Supervise the annual #DTJax Gala fundraiser and #DTJax Awards program.
- Special Projects:
 - The Elbow Marketing Co-Operative, *2015-Present*
 - Downtown is on Fire, Collaborative Marketing campaign, *2012-2014*
 - Off the Grid, *2009-2011*

THE PREDATOR GROUP

Marketing Coordinator, *Oct. 2008-Feb. 2009*

Executed consumer and B2B marketing campaigns for corporate and product brands via website, e-newsletters and printed collateral, and consulted on re-branding of Predator products and the initial branding of The Predator Group.

BURDETTE KETCHUM

Account Coordinator, *Feb. 2006-Oct. 2008*

Managed healthcare, real estate, legal, education and non-profit industries accounts. Crafted creative strategies, guided creative execution, ensured production and project delivery for branding, print, radio, direct mail, tradeshow, outdoor, website design, nontraditional and multi-media campaigns. Plus, coordinated and promoted events using both traditional and non-traditional means to drive traffic.

ECISIVE, INC.

Project Manager, *Jun. 2005-Feb. 2006*

Managed more than 30 website projects at a small web boutique, developing site navigation, writing copy and consulting on design.

LEADERSHIP

Rotary Club of Jacksonville

Member, *2017-Present*

- Public Image Committee Chair, *2017-Present*
- Murray Hill Preservation Association
Board of Directors, *2013-2016*
- Vice President of Communications, *2015-2016*
 - Centennial Celebration Co-Chair, *2016*
 - Rebranding Committee Chair, *2015*
- Jacksonville Humane Society's Pawprofessionals
Board of Directors, *2009-2012*
- Communications Chair, *2011-2012*

MEMBERSHIPS & COMMITTEES

- Int'l. Downtown Association, *2009-Present*
- Int'l. Council of Shopping Centers, *2016-Present*
- Navy vs. Notre Dame Marketing Committee, *2016*
- SPARK Grant Review Committee, *2015*
- Visit Jacksonville Marketing Committee, *2014-2015*

AWARDS

Int'l. Downtown Association

- Downtown Achievement Award of Excellence, First Wednesday Art Walk, Representing the Best of the Jacksonville, *2017*
- Downtown Achievement Award of Excellence, The Elbow Marketing Co-Operative, *2016*
- Merit Award, Twitter Promoter Campaign, *2015*
- Downtown of the Month, *2013*
- Pinnacle Award, Explore the More Campaign, *2009 Jacksonville Business Journal*
- BizTech Award for Best Use of Social Media, *2015 Awards for First Wednesday Art Walk*
- "Best of" *Jacksonville Magazine*, *2015, 2011, 2010*
- "Best of" *Folio Weekly*, *2014, 2013, 2011, 2010, 2009*
- CSS Site of the Month: *iloveartwalk.com*, NET Magazine, *2013*

EDUCATION

University of North Florida - Bachelor of Science, *2005*

Degree: Communications: Advertising

Honors: Summa Cum Laude

Internship: Client Services Intern, Husk Jennings Galloway + Robinson (advertising agency), *Jan.-Apr. 2005*



*Downtown
Vision,
Incorporated*

October 3, 2017

Dear Art in Public Places Committee,

I am interested in serving on the Art in Public Places panel as a representative of Downtown Vision, Downtown Jacksonville's Business Improvement District. If accepted into the program, I would fill the vacancy left by my colleague Hana Ferguson.

At Downtown Vision, our mission is to promote Downtown Jacksonville as a great place to live, work, visit and invest. Our wealth of public art and cultural amenities is a key component of what makes Downtown great, and as such, serving on the APP panel fits our mission beautifully.

During my tenure at Downtown Vision, I have had the pleasure of collaborating with the Cultural Council on the Off the Grid program from 2009-2011, which matched artists with vacant retail space in Downtown, as well as serving on the SPARK Grant Review Committee in 2015. I look forward to the next chapter of collaboration.

As a representative of Downtown Vision I can help liaise with Downtown merchants, especially restaurants, nightclubs and performance venues in The Elbow. As appropriate, we can also promote efforts through DTJax online channels (DTJax.com, @DTJax & #DTJax Weekly newsletter) and at the First Wednesday Art Walk.

I thank you for your consideration and am happy to answer any questions.

Sincerely,

Katherine Hardwick

Katherine Hardwick
Vice President of Marketing