

## Behind the Funk

- Farmer's daughter turned Advertising professional
- Aspiring to be an Award Winning baker
- Active in quoting Friends

**Katie Funk**

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## Experience

**Ogilvy & Mather – Chicago, IL - Nov 2015- Current**

**Global Account Supervisor- SC Johnson**

- Manage successful integrated marketing campaigns for two brands at both Global and Local levels
- Help lead development of strategic frameworks that are used throughout the creative process
- Integrate fully into the brand and country nuances to ensure business needs are met
- Oversee Internal teams to deliver projects on strategy, on time and on budget
- Maintain a trusted and respected day-to-day contact relationship with both Clients and Agency Partners
- Responsible for managing Client budget and scope

**Victors and Spoils – Boulder, CO - Oct 2013- July 2015**

**Account Manager- JCPenney, FNV**

*Awards: Silver CLIO Sport – Social/Digital – Tweeting With Mittens*

*2015 Webby's - Best Use of Social Media – Tweeting With Mittens*

- Immersed in all levels of the strategic, creative and production process across many mediums including: social, online video, radio and digital
- Managed projects within major campaigns from brief development to handing off final files to media companies while managing budgets
- Interacted with clients to handle day-to-day requests, weekly status reports and campaign deadlines
- Vital member of a team that consisted of two independent agencies working together as one

**Crispin Porter + Bogusky – Boulder, CO - March 2012- Oct 2013**

**Assistant Account Manager / Account Manager- Applebee's**

- Responsible for creating and managing weekly client status reports
- Skillfully worked with CMS system SiteCore to work with Production Department on a full website redesign
- Monitor and analyze competitive landscape on a daily basis and bi-annual deep dive for the larger team
- Secure network/legal clearance as well as traffic and managing added-value content with media companies

**Crispin Porter + Bogusky – Boulder, CO - Sept 2011- March 2012**

**Account/Media Coordinator**

- Worked as the right-hand man for 5 Group Account Directors and the Director of Media
- Became a student of the game for each brand the GADs and Media Director worked on
- Managed schedules, client meetings and travel with attention to detail to help keep the day-to-day seamless

**Crispin Porter + Bogusky – Boulder, CO - Sept 2010- Dec 2010**

**Account Management Intern – American Express OPEN and Travel**

- Responsible for daily responsibilities not limited to: maintenance of campaign spreadsheets, meeting contact reports, preparation for creative and client meetings
- Conducted research, organized and maintained confidential documents for national clients
- Excelled in Microsoft Excel and PowerPoint to create and maintain organized and accessible documents