

# Kathryn Kuttis

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## PROFILE

25+ years of experience in strategic communications. Proven ability to raise awareness and build relationships through media relations and social platforms with key message development and visual design for customers, industry influencers and regulators.

## WORK EXPERIENCE

**Instructor, Public Relations** Teach students how to write strategically and achieve organizational goals through owned and earned media. Direct campaigns class where student teams apply research to implement communication plans for local business and nonprofit clients. 2013 – Present  
UO School of Journalism and Communication  
Eugene, OR

**Vice President** Worked with Fortune 500 retail, agricultural and biotech clients including Adidas-Salomon, DNAP Plants and Ericsson. Advised executives on media campaigns and communication strategy. Coordinated projects and new business across global agency. 1998 – 2003  
Edelman  
New York, NY

**Account Supervisor** Lead campaigns for investor relations firm. Designed annual and quarterly reports. Pitched national media outlets. Used research to create effective press materials and manage relationships with external and internal audiences. 1995 – 1998  
Dewe Rogerson  
New York, NY

**Communications Associate** Assisted CFO of NASDAQ-listed biotechnology company with investor and media relations. Developed corporate marketing materials including press releases, annual report and letters to the shareholders. 1992 – 1994  
Immunomedics, Inc.  
Morris Plains, NJ

## EDUCATION

**Masters in Landscape Architecture**  
University of Oregon, 2010

**Career Discovery**  
Harvard Graduate School of Design, 2003

**Bachelor of Arts in English**  
Drew University, 1995

## DID YOU KNOW

**Volunteer School Garden Project**  
scripts, video and graphics.

**Graduate Teaching Fellow Plants**  
Taught native plants course.

**Design Student**  
Studied drawing at Cooper Union and Art's Student League in NYC