



# KATIE HOLLENBAUGH, AICP, LEED AP

## Marketing Director

Katie Hollenbaugh has nearly 15 years of experience in the field of urban planning and design. She joined the PlaceWorks team in 2005 as an urban designer and worked on a variety of planning, design, and environmental review projects. In 2008, Katie transitioned to the role of Marketing and Project Development Manager, overseeing business development efforts. Katie's foundational project experience provides her with a strong understanding of the field that informs her work as Marketing Director. In addition to overseeing corporate marketing efforts for PlaceWorks and coordinating its six office locations, Katie manages the Northern California business development team. In 2014 she helped lead the firm through its rebranding and name change. Katie strongly believes in PlaceWorks' values and passionately dedicates herself to advancing its mission.

### OVERVIEW OF RESPONSIBILITIES

- » Direct, coordinate, and track corporate marketing materials, including company website, company brochure, e-blasts, mailers, postcards, social media websites, newsletters, publications, and ad placements.
- » Direct, coordinate, and track corporate marketing activities, including regional, statewide, and national conferences and special events.
- » Manage development of internal communications, including monthly intranet updates and marketing templates.
- » Develop and track annual marketing budget.
- » Facilitate weekly firmwide corporate marketing meetings and Northern California marketing meetings.
- » Direct, coordinate, and track Northern California leads, award submittals, and proposals.

### HIGHLIGHTS OF EXPERIENCE

- » Project Development and Marketing Manager, PlaceWorks
- » Project Urban Designer, PlaceWorks
- » Development Analyst, National Affordable Housing Trust

### EDUCATION

- » MA, Urban Planning, Graduate School of Design, Harvard University, Cambridge, MA
- » BA, Sociology and Urban Studies, Colorado College, Colorado Springs, CO

### CERTIFICATIONS

- » American Institute of Certified Planners
- » Leadership in Energy and Environmental Design Accredited Professional

### AFFILIATIONS

- » American Planning Association

Team member since 2005



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