

Kate Berg

Communications and Training Consultant
Project and Client Manager

CONTACT

- Phone 580.919.4111
- Email kate.berg05@gmail.com
- LinkedIn www.linkedin.com/in/kate-berg05
- Address Rogers, AR

SKILLS

- Project Management
- Leadership
- Strategic Planning
- Client Relations
- Change Management
- Leadership Engagement
- Need Analysis
- Instructional Design
- Strategic Communication
- Team Building
- Content Delivery

KEY CLIENTS

- American Bankers Association
- ALSAC/St. Jude
- Best Western International
- Booz Allen Hamilton
- Choice International
- Constellation Brands
- Cracker Barrel
- Elavon
- General Mills
- Hilton Worldwide
- Levi Strauss & Co.
- Marriott International
- Mercedes Benz
- Methodist Le Bonheur Healthcare
- New York Life
- National Vision
- Royal Caribbean
- Staples
- Tractor Supply
- Waste Management
- And 29 more across 23 industries

Proven leader in communication strategies, integrated learning, strategic problem solving and creative storytelling. Consistently delivering result-oriented communication and training projects on time and budget attributed to excellent project management, leadership and event planning skills.

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, OPERATIONS AND CUSTOMER SUPPORT

Orgwide Services October 2020-present

- Responsible for overseeing day-to-day operations including project and client management, operations budgets, and staffing. Managing an average of 1 million dollars in revenue annually.
- Established relationships with 22 key clients resulting in increased client spend and number of projects booked by 50%.
- Implemented new internal project staffing model resulting in 20% salary savings.
- Assessed and developed 10 comprehensive onboarding strategies for clients and led design and development teams to deliver more than 300 unique deliverables resulting in a 20-34% decrease in turnover for each position.
- Identify and implemented new project management system to manage the design and development of more than 500 individual customized deliverables improving project budgets and timelines by 17%.

SR. DIRECTOR, LEARNING SOLUTIONS AND DEVELOPMENT

Orgwide Services July 2014-October 2020

Project managed more than 60 projects for 21 different clients while overseeing 25 team members, contractors and vendors including:

- Developed and executed a 60-day operational and strategic transition plan for 50 new franchise sites with 95% compliance on launch.
- Delivered an online communication and training support platform for 10 functional areas 15% under budget.
- Directed the development team of an integrated training program including structured on-the-job training, eLearning courses and a facilitated event that resulted in a 36% reduction in turnover for the position.
- Constructed 150 "meetings in a box" for a client to implement across their international footprint and customized content for app deployment.
- Created 25 micro-learning experiences for more than 1,110 team members.

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TECHNICAL SKILLS

Strong expertise in the following:

- Microsoft Office Suite
- Microsoft SharePoint
- Microsoft Project
- Adobe Creative Suite including:
 - InDesign
 - Illustrator
 - Photoshop
 - Acrobat Professional
 - Lightroom
- Cloud computing including:
 - DropBox
 - Egnyte
 - Google docs
 - Kiteworks
 - Monday.com
 - Smartsheets
 - Trello

Experience designing for the following:

- Articulate Storyline 360
- Articulate RISE
- Captivate

EDUCATION

August 2000 - May 2004

Bachelor of Arts in Public Relations
Minor in Graphic Design

Summa Cum Laude with Honors

Oklahoma Baptist University

DEVELOPMENT

- Disney Institute: Leadership Excellence
- Advanced Project Management Skills and Techniques
- SnapShot Photography and Online Media

Advance Online Learning Courses

- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat Professional

WORK EXPERIENCE

MANAGER, COMMUNICATIONS AND MESSAGING

Orgwide Services

April 2008 - July 2014

- Lead in the production of over 150 bi-lingual brand collateral pieces. Created a “how to” international communications program that included an online course, interactive learning tool and pocket reference guide.
- Edited and aligned 3,000 pages of 10 affiliated brands into a single voice and organizational structure. Implemented online interactive reference version for each brand and a global version.
- Planned and implemented 20 internal product and program launches to more than 3000 individual sites.
- Successfully developed and launched a food and beverage training program for new hotel brand.
- Created and led all internal development of new OrgWide Services brand identity as well as logo development, website deployment, brand launch campaign, and sales collateral creation.

SR. COMMUNICATION DESIGNER

Orgwide Services

November 2006 -April 2008

Responsible for working with a variety of clients to plan, write, design and publish an internal corporate communication strategy including communication campaign materials and corporate news channel.

- Supervised and mentored team of four Communication Designers.
- Project responsibilities included the establishment of new weekly e-mail communication to over 3,000 team members.
- Development of 300 page Food and Beverage manual in less than 30 days.

MANAGING EDITOR OF COMMUNICATIONS

Bellevue

June 2004 -November 2006

- Responsible for managing the process of producing 26 internal and external periodic publications, from concept through production including photography, digital production, and editing.
- Strongly involved in message and promotional concept and writing for both print and electronic publications.
- Oversaw promotional communication for special events and production.