

# Kate Berg

Communications and Training Consultant  
Project and Client Manager

## CONTACT

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- 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.