

# KAREN PITTARD, M.A.

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## SUMMARY OF QUALIFICATIONS:

**Master's degree in Marketing Communications. Bachelor's degree in Journalism. Both degrees were awarded at The University of Texas at Austin. U.S. Army Veteran Spouse.**

- Creative Director, Marketing Director, Marketing Business Owner
- Lead Business Instructional Training and Support, Sales Force trainer, Call Center Product Instructor, Script Writer, Content Editor
- Corporate Communications, Multimedia Communications, Media Analysis, Social Media, Public Affairs, Technical Writing, TV News Anchor, Producer, Reporter -- KATN Alaska, WOAI and KSAT in San Antonio
- Leadership, Competitive Intelligence, Communications Strategist & Subject Matter Expert
- Quantitative and qualitative data analysis and strategic guidance for testing implementation, resolution of mission critical problems, policies, and procedures.
- Six Sigma Certification, DMAIC and DMEDI methodologies; Product Life Cycle Management
- SAS Statistical Analysis, SQL, SAP Business Objects, Business Intelligence
- Project Management Certification
- Customer Relationship Management Certification
- Public Relations Certification, Crisis Management
- Department Lead, Program Manager, Project Lead, Process Management
- ERP, Materials Management, Oracle Cloud Based Applications,
- Marketing, Branding, and Public Relations with Fortune 100 companies
- Details oriented, excelling in strategy, steering teams/departments, developing programs, target messaging for internal and external audiences, and achieving positive results.
- Cost estimating, forecasting, planning, programming, budgeting, program integration, interoperability, and sustainability.

**Additional Skills/Tools/Expertise:** Corporate Sales/Presentation Developer Trainer, Innovative Program Development, Broadcast Journalism, Newspaper Editor, Corporate Branding, Media Relations, Social Media, Customer Relationship Management, linear Excel Spreadsheet Workbooks, VBA, Visualizations, PowerPoint presentations, Public Speaking, Special Events Planning, Direct Mail Marketing, Sales, Promotions, Call Center Operations, Microsoft, SharePoint, Access, Office 365 tools, Website content, SEO, Google Analytics, Tableau, Graphics Software, E-Commerce, Copy Writing, Publications Design and Layout, Manuscript Book Editing, Video Editing, Script Writing, and Storyboard Development.

## Executive Leadership:

**Olympiad Publishing**

**05/2020 – Present**

### **Executive Director**

### **Editorial and Marketing**

- Executive leadership in acquiring manuscripts, contracting new authors, commercial and platform rights contract negotiations
- Strategic leadership and final decisions as Creative Director on manuscripts, editing, art design, marketing, media, advertising, publicity, and sponsorships
- Quality control and assessment of manuscript content editing and liaising with key authors
- Strategic product placement and author book signings, book festivals, and author speaking engagements
- Social media platforms, fan interaction and feedback
- Publications placement with local, state, and national entities
- SME/liaison and interface with production, Barnes & Noble, Amazon, print production houses, freelance illustrators, and publishers
- Overseeing corporate planning, enterprise programs, strategic budgets, and forecasting

**U. S. Air Force JBSA-LACKLAND 802 FSS/FSCN**

**03/2020 – 05/2020**

**Chief of Strategic Communications 2020 DoD Warrior Games (Games canceled due to COVID Pandemic)**

### **Program Analyst NF-0343-V**

- Led all communications strategies, marketing, media, and sponsorship aspects as SME
- Supervised and tasked personnel in areas of public affairs, marketing, media, and sponsorship

- Supervised creation and development of news releases, PSAs; Creative Director for videos -- scripts, video storyboards for the Games announcements, opening and closing ceremonies, and kick-off concert. Responsible for local, regional, national, international communications, and across the Department of Defense.
- Worked with large companies, including ESPN, Under Armour, Verizon, and the City of San Antonio to highlight their support for the Games and coverage of adaptive sports athletes and the Warrior Care Program.
- Worked closely with the 2020 DoD Warrior Games Sports Director, site visits, facilities reviews
- Revised content for social media sites – Facebook, Instagram, Twitter, YouTube, and the DoD’s WarriorGames.org
- Developed strategic multimedia communications plans across the services – Marines, Army, Navy, Special Operations Command, and international teams
- Hosted regularly scheduled meetings with service representatives, planning cells, and City representatives
- Coordinated Public Affairs Offices in development of consistent messaging and strategies to targeted communities
- Point of Contact for the City of San Antonio Office of Military and Veterans Affairs
- Identified additional manpower, influencers, and resources to support the Games
- Ensured coverage of the Joint Operations Center/creation of the Welcome Packet/and incorporation of the After Action Report

## **Analytical Expertise**

**USAA/Strategic Staffing - San Antonio, TX**

**Contract 7/2019 to 10/2019**

### **Senior Presentation Designer**

- Led consultations/brainstorming meetings on product marketing strategies and market share growth presentations. Worked extensively with military and former military contacts and leadership.
- Created executive multimedia presentations to communicate key strategic points.
- Wrote executive materials communicating qualitative and quantitative analysis, project feedback, and corporate strategy. Change agent for strategic integration of innovative strategies.
- Gathered and analyzed enterprise data. Efficiently and effectively summarized dashboards, milestones, and SWOT analyses via Excel, PowerPoint, and Word.

**Harland Clarke Holdings/KForce**

**San Antonio, TX**

**Contract 5/2018 to 11/2018**

### **Data Analyst – Marketing Analytics**

- Lead analyst on national campaigns for banks and credit unions.
- Demonstrated critical thinking skills and the ability to frame business issues and achieve the desired outcome via communication -- utilizing persuasive speech, presentations, compelling analysis, and visualization tools.
- Executed strategies in conjunction with parameters from Experian, TransUnion, and Equifax credit bureaus.
- Project management throughout life cycle from development to launch, full production/market introduction, maturity and decline. Executed campaign testing, live campaign waves; created new database set ups in cplXpress.
- Utilized Excel workbooks, Web-based databases, business intelligence systems, CRM applications, information management technology, and macros.
- Created formulas, created SAS coding, Skype communiqués, strategies, training, campaign launches, research, interviews, data analysis, and statistical modeling. Identified system errors and resolution. Assessed and provided strategic guidance for resolution.

**Alamo Community Colleges District/Manpower San Antonio, TX**

**Contract 3/2018 to 5/2018**

### **Data Analyst, Information Technologies and Security**

- Information Technologies and Security data analyses. Prepared briefs and defended systems decision papers.
- Drafted IT and Security Communications to all five college campuses in the district.
- Excel workbooks, communiqués. Coordinated communications.
- Developed program strategies, training modules, special events. Developed collateral pieces, fact sheets and FAQs. Reviewed written product to ensure compliance. Media analysis and social media listening. PowerPoint presentations, project research, interviews, data analysis. Pivot tables, Macros, V-Lookups, Web-based databases, forecasting, statistical modeling. Cost estimating, planning, programming, budgeting.

**Caterpillar Inc./Manpower**

**Seguin, Texas**

**Contract 7/2017 – 1/2018**

### **Inventory Records Accuracy Analyst**

- Utilized Six Sigma strategies and methodologies for problem-solving, team efficiency, and innovative continuous improvement. Conducted facility-wide audits. Business Intelligence and ERP.
- Oversaw and controlled records management systems, multiple spreadsheet databases, and inventory web

applications to achieve efficiency, accuracy, and effective communication among business units and across the entire manufacturing facility.

- Maintained Inventory Control, Stock Management, and Bills of Material Tracking throughout the enterprise to reduce waste, cost, and increase efficiencies. Used metrics such as cost, schedule and performance. Provided cost estimating, planning, and programming.
- Reconciled Work-In-Process Data Streams and verified metrics through documentation, interviews, and on-site discovery. Defined statistical parameters. Assessed and provided strategic guidance for resolution.

**USAA/KForce Contractor**

**Contract 9/2013 – 1/2014**

### **Market Research and Competitive Intelligence Analyst**

- Applied Six Sigma methodologies in identifying waste and inefficiency affecting multiple lines of business. Prepared briefs, PowerPoint Presentations, and defended systems decision papers. Worked extensively with military and former military contacts and leadership.
- My quantitative and qualitative analyses uncovered the solution and achieved the Target Lift in Member Overall Satisfaction Scores for the entire USAA enterprise.
- Developed First Contact Resolution Innovative Strategies, Gap Analyses, Call Center MSR/Hold Time/Volume Solutions & Lift -- for the four million member survey calls per month.
- Utilized forecasting, member behavior-based scoring and other business applications,
- Lifecycle management process applied to models. Media analysis and social media.
- Advanced knowledge of data analysis tools and developed analysis queries and procedures in SQL, SAS, BI, linear modeling, Time Series, Decision Trees, Factor analysis experimental design and hypothesis testing. Assessed and provided strategic guidance for resolution.
- Developed and implemented machine learning algorithms, simulation models within an Agile team environment. Reviewed and revised call center scripts, processes, and survey tools for member engagement.

**KJ Marketing**

**1/2007 – 7/2017**

### **Owner**

#### **Provided marketing and communications solutions to businesses and professionals**

- Corporate Trainer. Applied Six Sigma models and tools to reduce waste, improve efficiency and increase ROI. Competitive Intelligence, Industry Research, Statistical Analysis, SAS, SQL, Surveys, Developed Marketing Communications Campaigns
- Handled large data files, modeling, multivariate analyses, simulation models, graphics, developed collateral pieces, fact sheets and FAQs. Coordinated communications. Signature Corporate Events, Special Events Planning, Budgets, Fundraisers, Promotions Media Relations, Media Buys, Press Releases, Scriptwriting, Public Speaking Coaching Change Agent & Corporate Trainer. Overall marketing/go-to-market strategy and built tactical plans to support the overall strategy. Corporate Brand Development, Strategy, Logo Designs, Messaging, Website Content, Webinars. Responsible for communicating information to the community. Worked with Chambers of Commerce. Creative lead in campaigns, advertising, and social media. Media analysis and social media listening. Assessed and provided strategic guidance for resolution. Developed lead generation campaigns. Campaigns that included the purchasing of media, development of campaigns for banner, print, email and direct mail. Utilized target lists. Developed trade show plans, calendars, and customer events.

**San Antonio Lighthouse, San Antonio, TX**

### **Director Community Relations and Fund Development      Family health 10/2006 – 1/2007**

- Head of Community Relations Department. Coordinated communications.
- Head of Fund Development Department. Oversaw cost estimating, planning, programming, budgeting, grants, endowment and capital expense revenues, program integration, interoperability, and sustainability.
- Reported to CEO and Board of Directors. Program management using metrics such as cost, schedule and performance.
- Led strategies to increase community awareness and support for the agency. Provided information to the public, local, state officials and other stakeholders. Worked with the Chamber of Commerce. Reviewed written product to ensure compliance.
- Developed fundraisers, special events programs and outreach campaigns to enhance/increase partnerships, sponsorships, community participation, and volunteers. Coordinated Speakers Bureau and coordinated public meetings. Assessed and provided strategic guidance for resolution.
- Directed all agency communications: creative branding, marketing, advertising, public relations, media relations, websites, promotional activities, developed collateral pieces, fact sheets and FAQs, and ad agency campaign coordination. Media analysis and social media listening.
- SQL, SAS Data Analysis, Excel spreadsheets, Fiscal budget management, fiscal goals, contract negotiations, staff evaluations
- Agency spokesperson; liaison with local, state, and national elected officials and dignitaries.

**PROSTRIKE, INC., San Antonio, TX**

**Marketing Director**

**1/2003- 1/2005**

- Directed team members in all corporate communications, messaging, marketing, public relations, Direct Mail strategies and promotional activities. Coordinated communications.
- Creative Director designing marketing plans for upscale niche products; competitive intelligence, product design, pricing strategies; sales team leadership and product training, promotions, presentations, placement, product roll outs, revenues, market share analyses, developed collateral pieces, fact sheets and FAQs.
- Directed new product development, defined budgets, contract negotiations, supplier coordination; advertising campaigns, communications campaigns, brand management, forecasting.
- E-Commerce and strategic alliances with business-to-business partners and vendors.

**SBC/AT & T Communications, San Antonio, TX**

**10/2000 – 1/2003**

**Associate Director -- Business Customer Communications**

- Applied Six Sigma methodologies, innovative marketing strategies and statistical analysis to target populations and markets via quantitative multivariate, cross tab, one-way ANOVA, etc.; and qualitative research and segmentation. Business Objects, SQL. Directed promotions, enhancements, competitive intelligence research, sales alerts, training, new product rollouts, and content review.  
Designed messaging strategies for internal and external audiences and customers, created communications and marketing plans, promotions, direct mail campaigns, worked with ad agency.
- Partnered with channel delivery for product rollouts, promotions, Direct Mail Campaigns, compensation, and incentives, Product Development and Life Cycle management.
- Led core teams with Legal and Regulatory for billing solution initiatives as permanent replacements for paper bill legal copy. Reviewed written products to ensure compliance.
- Managed the \$133M budget for Verticals Successful promotion resulted in additional \$1.2M revenue.
- Oversaw the \$2M Advertising Collateral Program budget for product brochures reprints, customer letters, bill inserts, messages, advertisements, and e-brochures. 5-state region.
- New product development, strategic marketing, competitive intelligence, pricing, and life cycle management. Product Manager responsible for Verticals/Packaging product revenue budget of \$164M; and CompleteLink product revenue budget of \$40M.
- Coordinated and delivered channel product training and rollouts, including developing PowerPoint presentations for live and video/audio training of call center representatives, premise sales representatives, and billing managers.
- Developed sales force incentives for products, multi-state sales contests, and multi-state initiatives. Acquired vendors, Incentive Programs (\$3.5M budget) Redesigned and edited the Out of Region Online Newsletter.
- Managed creation and implementation of Segment Marketing Programs for customer bases in 12 states.

**SAN ANTONIO FEDERAL CREDIT UNION, San Antonio, TX**

**8/1998 – 4/2000**

**Marketing Specialist**

- Direct report to SVP.
- Developed and managed marketing budgets of \$.5M+ dollars. Quantitative and qualitative analysis.
- Business Development: Enhanced business-to-business relationships through new alliances, partnerships and joint branding initiatives. Budget development, branch openings, corporate events.
- Attained record portfolio and revenue growth of more than \$180M in home loans, major market share, and improved branding through media placement and special promotions. Programs used metrics such as cost, schedule, and performance. Assessed and provided strategic guidance for resolution.

**Media & Leadership Expertise**

**NORTHEAST INDEPENDENT SCHOOL DISTRICT, San Antonio, TX**

**7/1995 – 7/1998**

**Public Information Specialist**

- Managed protocol and media coverage of events, activities, and issues involving the Board of Trustees, Superintendents, the district's 45 campuses, staff, and students. Superintendent speechwriter. Provided information to the public, local, state officials, and other stakeholders.
- Created a persuasive special edition bond issue publication that educated the public on the issues, and resulted in the \$147M bond issue passage by a two-to-one margin. Generated record-breaking United Way donations as Program Manager for the district's 6,000 employees.

**TEXAS DEPARTMENT OF TRANSPORTATION, Austin, TX**

**9/1994 – 7/1995**

**Division Information Specialist**

Program Manager: Managed public information programs for 25 statewide communications offices. Utilized

innovative marketing strategies and statistical analysis and qualitative research.

- Worked with Transportation Institute at Texas A & M University developing highway safety programs and creative branding, messages and PSAs. Responsible for communicating information to the whole community. Provided information to the public, local, state officials and other stakeholders. Technical writing. Developed collateral pieces, fact sheets and FAQs.

**THE PRUDENTIAL INSURANCE COMPANY OF AMERICA, San Antonio, TX 1/1993 – 9/1994**

### **Public Relations and Communications Coordinator, Agent**

- \_ Creative Director. Designed and coordinated all marketing, public relations, and advertising projects simultaneously for all locations in South Texas. Provided information to the public, local, state officials and other stakeholders. Reviewed written product to ensure compliance. Coordinates communications.
- \_ Development and Partnership Management. Responsible for communicating information to the whole community. Special events, sponsorships, trade shows, corporate branding for corporate partners McGregor Medical Clinics. Coordinated Speakers Bureau and coordinated public meetings. Media analysis and social media listening. Programs life-cycle management using metrics as cost, schedule and performance. Oversaw and/or provided cost estimating, planning, programming, budgeting, program integration, interoperability, and sustainability. Tested strategy implementation and developed customer surveys.

**KSAT TV 12, San Antonio, TX**

**09/1992 - 12/1992**

### **News Producer**

- \_ Produced Good Morning San Antonio news show. Skill in organization and scheduling editorial priorities, and increasing ratings. Responsible for communicating information to the whole community. Provided information to the public, local, state officials and other stakeholders.
- \_ Supervised and tasked news anchors, reporters, assignment editors and photographers.
- \_ Directed studio professionals live on air.

**KATN TV 2, Fairbanks, Alaska**

**6/1991 – 7/1992**

### **News Anchor/Producer**

- \_ Anchored the 6 p.m. news. Presented news live, on-set interviews, and station promotions.
- \_ Produced live on-air communications.
- \_ Originated and produced weekly feature segments
- \_ Increased viewer ratings and market share. Media analysis and social media listening,

**THE LEAVENWORTH TIMES, Leavenworth, Kansas**

**10/1989 – 4/1991**

### **News Editor, Lifestyles Assistant Editor, Reporter and Photographer**

- \_ Product Manager responsible for content, layout, editing of newspaper sections, annual tabloids.
- \_ Responsible for communicating information to the whole community. Supervised and assigned stories to eight reporters, correspondents, and photographers. Provided information to the public, local, state officials and other stakeholders. Coordinated communications and consumer feedback. Point of contact for the military command.
- \_ Increased sales and subscriptions through innovative marketing and features
- \_ Lifestyles public relations point of contact. Editing a wide variety of documents using editorial techniques, policies, and procedures. Demonstrated ability to edit.

**KMOL TV 4, San Antonio, TX**

**04/1988 - 7/1989**

### **News Associate Producer**

- \_ Managed newsroom personnel in the production of Noon and Evening newscasts. Responsible for news content. Responsible for communicating information to the whole community. Point of contact for the military command.
- \_ Produced newscasts; occasional general assignment reporting; edited reporters' news copy.
- \_ Supervised news anchors, reporters, assignment editors, and cameramen; coordinated video editing, live shots, special events, and satellite news feeds.

**THE TRIBUNE, Killeen, Texas**

**11/1982 – 4/1983**

### **Managing Editor, Reporter and Photographer**

- Managed the news coverage, content and photography for the entire newspaper.

- Executive responding to Letters to the Editor. Demonstrated ability to edit.
- Supervised and assigned stories to reporters and photographers; contributed special assignments. Creative Director in charge of editing and layout of the entire newspaper; updated/modernized look and content

**PROFESSIONAL ACTIVITIES:**

Alpha Kappa Alpha Sorority, Inc., American Chung Do Kwon Association First Degree Black Belt Tae Kwon Do.