

Katie Lutz

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PROFESSIONAL EXPERIENCE

The Global FoodBanking Network (GFN)

Chicago, IL,

USA

Manager, Communications

April 2018- Present

- Generate strategic and engaging content for a broad and diverse audience on foodbanking.org.
- Connect and engage with food bank communication teams in 30 countries to share messages and promote content, building a global collaboration of communicators.
- Produce monthly internal and external newsletters.
- Maintain a \$200k communication budget and manage the GFN Communication and Marketing Internship Program.
- Create dynamic and engaging social media campaigns for international UN holidays, promoting and advancing the Sustainable Development Goals.
- Created a strategic plan for GFN social media and online communications efforts.
- Worked alongside Director, Research and Evaluation to produce original research and publications
- Developed all communications materials and handled media outreach for GFN's annual conference, the Food Bank Leadership Institute in London.

CGIAR System Organization

Montpellier, France

Communication Consultant

August 2017- December 2017

- Managed and coordinated content for CGIAR social media platforms and cgiar.org.
- Facilitated the monthly Communications Community of Practice meetings with 15 communication professionals across the globe.
- Represented CGIAR at global events, including donor meetings and COP 21 Climate Change conference.
- Assisted in the production of 2016 CGIAR annual report.
- Engaged with CGIAR Board and Council team to communicate effectively with the Board and Council at quarterly events.

International Maize and Wheat Improvement Center (CIMMYT)

Mexico City, Mexico

Communication Specialist

June 2014-August 2017

- Created and maintained a social media strategy for the CGIAR Research Program on Wheat (WHEAT)
- Managed the upkeep of and created dynamic content for wheat.org.
- Designed a quarterly newsletter for donors and partners.
- Practiced event management during CIMMYT's 50th Anniversary and organized monthly organizational meetings.
- Produced yearly WHEAT annual reports and assisted in the production of various reports and research featured in academic journals.

PACT Prevention Coalition

St. Augustine, FL, USA

Account Executive

August 2012- June 2014

- Produced weekly blogs and monthly newsletters and managed all social media accounts.
- Coordinated coalition events, including the annual Town Hall meeting.
- Designed and wrote promotional material.
- Wrote a collection of press releases and handled all media engagement.

Beyond Green Partners

Chicago, IL, USA

Marketing & Sales Intern

May-August 2013

- Assisted the communication manager with all external communications regarding Beyond Green.
- Performed the initial outreach to new clients using SalesForce.
- Launched the online crowdsourcing IndieGoGo Campaign to raise money for new equipment for the organization's kitchen.

EDUCATION

Flagler College

Bachelor of Arts in Communication

Concentrations in Public Relations and Journalism with a minor in advertising

St. Augustine, FL, USA

May 2014

SKILLS

Corporate social media management and analysis (Facebook, Twitter, Instagram, LinkedIn, Flickr, Sprout Social, HootSuite, Buffer), email/online marketing (MailChimp, Salesforce), website management and analysis (WordPress, Google Analytics), crowdfunding campaigns (IndieGoGo, Generosity), event management, AP style, press releases and media engagement, public speaking, basic knowledge of Adobe Creative Suite and iMovie, basic HTML, Spanish language (intermediate).
