

# Katie Jo Doerfler

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Strategic, results-driven professional with 15+ years of expertise in marketing, technical communications, project management, and product development. Proven ability to lead cross-functional teams, strategize marketing campaigns, and enhance organizational performance through innovative solutions. Adept at collaborating with operational and engineering experts, design teams, and vendors to streamline workflows and deliver impactful marketing and sales initiatives. Passionate about connecting creative strategies with technical insights to enhance business outcomes and inspire innovation.

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## PROFESSIONAL EXPERIENCE

### Marketing and Operations Director

April 2025–Present

outrageGIS mapping | Lexington, KY

- Responsible for the development and management of targeted email and digital campaigns to increase sales and boost brand awareness among core audiences.
- Create thought leadership pieces and monthly newsletter content to engage the regional GIS community and position outrageGIS as the premier producer of custom trail maps in the region.
- Implemented a scalable inventory management system to optimize the fulfillment process.

### Marketing Director

Jul 2023–Apr 2025

Big Ass Fans | Lexington, KY

- Crafted strategic messaging, content, and competitive positioning to drive product launches and multi-channel marketing campaigns for the industrial HVLS and controls product lines.
- Provided creative direction to a team of designers, writers, email specialists, and 3D artists.
- Boosted team efficiency by introducing streamlined cross-functional workflows, enabling higher productivity and faster campaign turnover.
- Collaborated with marketing analysts to track KPIs and ROAS for post-mortem creative evaluations.
- Managed the planning, development, and execution of the content production calendar.
- Managed a portfolio of sales enablement tools, technical training resources, and technical marketing materials.
- Strengthened cross-functional relationships between marketing, engineering, and product teams to ensure seamless collaboration, optimizing sales enablement and delivering market-focused strategies.
- Devised an integrated marketing content strategy for consistent branding across channels.
- Developed SEO-optimized content and product page mockups for the company website.
- Delivered data-driven strategies by tracking KPIs and integrating customer insights, strengthening market positioning, and increasing lead generation YOY.
- Mapped phase gates to ensure strategic focus and team alignment during new product development.
- Managed third-party marketing and translation vendors through clear creative briefs and regular feedback.

### Technical Communications Manager

Sep 2013–Jul 2023

Big Ass Fans | Lexington, KY

- Managed a multi-disciplinary team of writers, illustrators, and 3D artists to develop installation instructions, user guides, animations, and sales enablement tools in compliance with domestic and international regulatory standards and codes, including UL, OSHA, NFPA, and CE.
- Led the development and deployment of high-quality product renderings, animations, 3D configurators, and an online virtual showroom, driving enhanced digital engagement through immersive visual experiences.
- Created, organized, and distributed digital assets, sales tools, and end-user documentation through intake and project management of internal creative briefs and partner requests.

- Closely coordinated with marketing, engineering, and product teams to successfully execute on-time marketing campaigns and product launches.
- Implemented Wrike task management for optimized workflow efficiency and cross-departmental collaboration.
- Managed translation of global collateral and documentation in multiple languages.

## Senior Technical Communicator

Mar 2009–Sep 2013

Big Ass Fans | Lexington, KY

- Built and managed a team of technical writers, translation coordinator, and illustrators to develop documentation, visual assets, and internal communications for industrial HVLS fans, control systems, and lighting products.
- Created and managed global product documentation, user manuals, and training materials in compliance with domestic and international regulatory standards.
- Created and implemented a system for publishing release notes for product software and firmware updates.
- Produced technical releases, warranties, CSI three-part specifications, spec sheets, and online help under tight deadlines for industrial and residential markets.
- Proactively developed and implemented a WordPress-based digital training platform covering electrical and mechanical concepts and product-specific content, integrating learning development principles.
- Implemented a digital asset management system for organized storage of digital assets and documents.
- Addressed customer feedback to determine upgrades to user interfaces, packaging, and instructional collateral.

## Technical Writer and Editor

Nov 2006–Mar 2009

Quadax, Inc. | Cleveland, OH

- Authored user manuals, online help, and release notes for Healthcare Accounts Receivable Processor and Patient Advocacy System software, ensuring usability for end users and technical teams.
- Partnered with software engineers and QA specialists to develop digital solutions to software roadblocks.

## Instructional Designer

Aug 2004–Nov 2006

Ohio Technical College | Cleveland, OH

- Developed technical training manuals, curricula, and multimedia teaching aids for adult learners in automotive and electrical/electronic systems courses.
- Wrote RFPs and evaluated vendor proposals for tools and other shop equipment.
- Authored engaging newsletter articles and instructional educational materials, enhancing student engagement and learning outcomes.

## EDUCATION

Baldwin Wallace University, Berea, OH  
Bachelor of Arts in English, *cum laude*

## SKILLS

**Technologies:** Adobe Creative Suite (expertise in InDesign, Illustrator, Photoshop, Acrobat, Express, XD), Canva, Google Suite, Microsoft Office, Sketchfab, Solidworks Composer, Wrike, JIRA, Asana, Monday.com, Wordpress, Hubspot, Brevo, MailChimp, Google Analytics, Jasper AI, Copilot, Claude, Gemini, ChatGPT, Salesforce, Meta Ads, Google Ads

**Project Management:** Cross-functional collaboration, workflows, time management, task management, budgeting

**Instructional Design:** Technical writing, illustration, training material creation, instruction manuals, user manuals, release notes, needs analysis, ADDIE model, multimedia teaching aids, user engagement

**Content Development:** Copywriting, sales enablement, SEO, graphic design, video editing, AI integration, HTML

**Product Development:** Messaging, visualization, positioning, differentiation, documentation, specifications, proposals

**Vendor Management:** Sourcing and management of third-party agencies and vendors

**Leadership:** Stakeholder collaboration, team mentoring, process improvement, people management

## **CERTIFICATIONS**

Instructional Design Foundations and Applications — University of Illinois Urbana-Champaign

Email Marketing Professional — LinkedIn Learning Community

Developing an Effective and Inclusive Multicultural Marketing Strategy — Association of National Advertisers

From Insights to Great Messaging — Association of National Advertisers

Integrated Marketing Planning and Execution — Association of National Advertisers

The Art and Science of Brand Building — Association of National Advertisers

The Purpose Advantage — Association of National Advertisers

Strategic Customer-Centric Marketing — Association of National Advertisers

## **AWARDS**

### **Virtual Showroom — ADDY Award (Lexington Chapter), 2024**

- Winner of a Gold ADDY for Microsite and Silver ADDY for User Experience. Recognized for best project in the Online & Interactive category.
- The Virtual Showroom is a web-based immersive microsite inviting users to view products in popular decors to provide an elevated, interactive shopping experience. From each design space, users can view fans in AR, swap finishes and products, see technical details, and follow a path to purchase.
- My contributions included co-conceptualizing and leading the project from gaining executive stakeholder approval to publishing. I authored the copy, provided creative direction, performed coding, and project managed a small cross-functional team to complete the project within six months.

### **Powerfoil Fanatomy — ADDY Award (Lexington Chapter), 2023**

- Winner of a Silver ADDY for Microsite.
- The Powerfoil Fanatomy is a web-based microsite showcasing an interactive exploding product animation of Big Ass Fans' best-selling HVLS fan, highlighting key product features and customer benefits.
- My contributions included conceptualizing and leading the project, including storyboarding, copywriting, and providing the creative direction on animated sequences and on-screen layout.