

KATE HAYTER

ADpPR, MA

(she/her)
902.406.0787
Halifax, NS



communication.khrphoto.com
kate.hr@gmail.com

Profile

A self-driven, professionally trained communicator leveraging over 20 years of small business ownership experience. Looking for a workplace that requires emotional intelligence, superior collaboration, interpersonal, storytelling, and branding skills. Strong project management, and event planning abilities. Excellent attention to detail, ability to work with minimal direction and capable of prioritizing work as required.

Professional cat-herder, hand-holder and fire-putter-outer.

COMMUNICATION, PLANNING & CREATIVE SKILLS

Work experience

Communications and Administrative Assistant

Fountain School of Performing Arts, Dalhousie University
Halifax, NS July 2022 - present

Collaborated with staff, faculty, students and external partners to create engaging publicity materials for over 40 Fountain School public events, including press releases, poster designs, programs and social media campaigns while meeting production deadlines.

Explored best practices in generating new strategies for social media content by leveraging internal student and faculty resources while formalizing social media posting plans.

Provided administrative support to the Director and the Executive Committee by attending meetings, taking minutes, developing talking points, and editing internal and external communications for clarity, tone and intention through a public relations lens.

Partnered with advancement to showcase both alumni and the new 2023 Fountain School of Performing Arts building.

Initiated the process of updating the Fountain School's online presence to strengthen brand identity, clarify vision, mission and value messaging, and update marketing assets.

Kate Hayter Photography, Owner and primary shooter
Halifax, NS 1999 - present

Generated professional website, social media, blog content and online marketing materials across four powerful platforms attracting 25-30 new wedding clients each year.

Developed efficient email communication strategies with potential, existing and returning clients to create sustainable, transparent and trustworthy relationships.

Planned, coordinated and implemented over 400 wedding day schedules to the satisfaction of clients, venues and vendors during peak wedding season months.

Intuitively sensed varying personality types and customized tone of written and verbal communications content accordingly.

KATE HAYTER

ADpPR, MA

(she/her)
902.406.0787
Halifax, NS



communication.khrphoto.com
kate.hr@gmail.com

Communications Officer

Science Atlantic, Halifax, NS January - June 2022 consulting contract

Suggested new branding, persuasive messaging, taglines, and elevator pitches to help refocus strategic plan goals, identify the organization's current value proposition, and re-engage membership.

TECHNICAL SKILLS

Achieved proficiency in Adobe Creative Suite and Microsoft Office 365.

Managed social media content daily with AEM, WordPress, Elementor, Hootsuite and various social media apps.

Captured, edited and delivered professionally lit photography for more than 400 wedding day celebrations, 600 family sessions, and 30 live performances onstage.

INTERPERSONAL, LEADERSHIP & MOTIVATIONAL SKILLS

Volunteer work experience

Artistic Director, Production Manager, Founding Member, Choreographer

ThirtySomething Dance Co-Op – Halifax, NS, 2003-present

Empowered and enabled over 30 adult dancers of varying ages, occupations and ability levels to improve skills and work with others to produce a two-hour dance performance annually.

Facilitated mutually beneficial working relationships between dancers, choreographers, technical crews and audience members to ensure 19 years of continued success.

Established cohesive and on-brand visual design with lighting, costumes, staging, photography, social media representation and advertising materials.

Board of Directors, Dance Nova Scotia, 2021- present

Engaged community members in future strategic planning conversations, guided board discussions on Covid advocacy and uniting community, and served on the hiring committee for the Executive Director position.

EDUCATION

Advanced Diploma in Public Relations with honours,
Nova Scotia Community College Halifax, NS, 2021

Photography and Digital Imaging Advanced Diploma with honours,
Nova Scotia Community College Halifax, NS, 1999

Master of Arts, Sociology magna cum laude,
Dalhousie University, Halifax, NS, 1996