

Katarzyna (Kasia) Michalik

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Professional Summary

Accomplished marketing and communications professional with over 10 years of experience, specializing in strategic content development, brand storytelling, and mission-driven communications. Adept at managing cross-functional teams, developing comprehensive strategies, and creating impactful content to engage diverse audiences. Passionate about advancing solutions-based journalism and supporting mission-driven organizations focused on sustainability, climate action, and social impact through program development and project execution. Committed to crafting narratives that inspire positive change and foster environmental awareness.

Professional Experience

Freelance Special Projects Media Manager & Environmental Editor | Northeast Valley News | 2024-Present

- Lead strategic communication initiatives focused on climate and sustainability storytelling.
- Manage fundraising campaigns and cultivate relationships with donors, sponsors, and community partners.
- Demonstrate expertise in values-based storytelling and equity-centered communication approaches.

Freelance Technical Writer | Veruna | 2024-2025

- Developed comprehensive documentation and communication strategies translating complex concepts into accessible content.
- Collaborated cross-functionally to ensure precision, clarity, and strategic alignment of communications.
- Optimized content to enhance user engagement and understanding.

Director of Communications | Arizona Energy Pros | 2022-2023

- Developed and implemented comprehensive marketing strategies with a focus on strategic content management, SEO optimization, and brand storytelling.
- Managed complex website redesign projects, improving user experience and digital presence.
- Coordinated event logistics, developed content, and managed attendee communication to ensure event success.
- Led cross-functional teams to achieve marketing and communication objectives.

Marketing & Engagement Manager | Mountain Park Health Center | 2015-2022

- Developed and executed data-driven annual content calendars aligned with organizational goals.
- Utilized SEO and audience engagement techniques to enhance digital presence.

- Collaborated with leadership to align marketing initiatives with organizational goals.
- Planned and executed internal and external events, including health seminars and community outreach programs.

Managing Editor | Informa Exhibitions | 2012-2015

- Managed digital production workflow and content creation.
- Provided editorial oversight and quality control across multiple publications.
- Led complex communication projects ensuring timely delivery and alignment with editorial standards.
- Traveled to conferences nationwide to write articles, blog posts, and reports about the event proceedings.

Fellowships & Professional Development

- **Learning for Action Fellowship | Terra.do** (April 2024 - July 2024): Developed strategic solutions for sustainability challenges and collaborated on actionable clean energy initiatives.
- **Green Business Startup Fellowship | Greenhouse Women** (Sep. 2024 - Dec. 2024): Engaging with industry experts to refine strategic communication and business development approaches.

Education

- **PhD Candidate, Sustainable Education | Prescott College** (2028)
- **M.S. Management and Leadership | Western Governors University** (2020)
- **B.A. Journalism and Mass Communication | Arizona State University - Walter Cronkite School** (2011)