



KATHLEEN KEAVENY
MARKETING MANAGER

YEARS OF EXPERIENCE: 7
YEARS WITH FIRM: 2.5



EXPERIENCE

Kathleen joined The Lighting Practice in 2021, bringing with her industry marketing experience after working for a lighting representative agency. She manages TLP's marketing strategy and brand, promotes the firm's online and industry presence, and maintains marketing materials. In addition, she provides graphic design support, photography coordination, and manages award and speaking proposal submission efforts. Kathleen enjoys seeing ideas come to fruition through writing and graphic design. She welcomes the challenge of the process an idea must go through to result in a completed project that is visually rewarding. In her free time Kathleen enjoys skiing, fly fishing, painting, reading and being active.

EDUCATION

Bachelor of Arts in Journalism and Media Communication; Languages, Literatures and Cultures - Spanish, Colorado State University

MEMBERSHIPS

The Society for Marketing Professional Services (SMPS) - Member(2022 - Present)

Women in Lighting + Design, WILD National - Marketing Committee (2021 - 2022)