



KATHLEEN KEAVENY

Marketing Coordinator

Experience:

Kathleen joined The Lighting Practice in 2021 as a Marketing Coordinator. After receiving her B.A. in Journalism and Media Communication from Colorado State University in 2017, she aided the marketing efforts of a lighting rep agency in Denver. There, she focused on digital marketing strategy, event marketing, brand development and management, and assisted sales teams with proposal responses. 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 this role, Kathleen will manage and enhance TLP's marketing materials, online identity, and brand. In addition, she will provide graphic design support, photography coordination, and manage award and speaking proposal submission efforts. 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 Concentration, Colorado State University

Professional Activities & Organizations:

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