

KATHERINE O'NEIL

BUILTFULLY

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PROFILE:

- Community developer with a background in design, placemaking, and event planning.
- Committed, resourceful leader with a gift for building the right resources for a successful outcome.
- Strong communicator with a creative attitude, consulting, and technical skills.

EXPERIENCE:

- Created *Katherine O Creative Community, LLC* freelance consulting work (2013 - Present), my business around community engagement, website design, photography, and writings relating to urban design and city planning.
 - *Builtfully*: my business with a portfolio about showing the benefits of beautifully built places through writings, photography, consultations, gallery, and guides.
- Managed 29 projects for *The Musicant Group* placemaking firm focused on design, event planning, and site management with the mission to create great places.
 - Some significant projects were: *Wabasha Street Block Party* an *Open Street* event in the heart of *Downtown Saint Paul* that had over 5,000 attendees to promote a more walkable friendly street, downtown protected bike lanes, and to increase economic development in the area; *PARK(ing) Day 2014* a community event at nine locations in *Southwest Minneapolis* where parking spots were converted into public spaces as part of the annual worldwide *PARK(ing) Day* event; *Piazza on the Mall* an urban public plaza that has been awarded one of the “most active public space in Downtown Minneapolis” with community engagement initiatives and programs; *The School Yard: Outside McNamara Alumni Center* a public plaza at the *University of Minnesota Twin Cities* with events, installations and activities.
- Led many installations and tactical urbanism pop ups such as parklets, bikeways, plazas, and open streets events.
- Executed well over 100 educational programs, committee meetings, and workshops for approximately 2000 attendees, including elected officials, and public and private sector leaders for *Urban Land Institute Minnesota (ULI MN)*.
- Coordinated the *Greater MSP Ahead* regional event with 300 public and private leaders.
- Organized and recruited 175 volunteers for two *Habitat on the Hill- Minnesota* advocacy event which involved lobbying for specific housing legislative policies that were later implemented.
- Coordinated the communications and clerical support for the *Regional Council of Mayors* - a collaborative partnership with a nonpartisan platform focused on building action strategies with 50 Mayors.
- Assisted the *ULI MN* Executive Director with key projects, office management and initiatives.
- Built partnerships with sponsors, developed a volunteer plan, and recruited, trained, and managed over 200 volunteers for: *Habitat on the Hill- Minnesota* (2011, 2012); *Homes for All* (2011); *Jimmy Carter Work Project* (2012); *Twin Cities Habitat for Humanity* community outreach ambassador program.
- Promoted to be the Assistant for the Events Manager for the *Habitat Hard Hat & Black Tie* gala and fundraised to reach the goal of raising \$500,000.
- Solicited 1,600 advocates to educate policy makers and change public opinion about affordable housing.
- Assisted with educating key city staff about the *Urban Land Institute Minnesota Regional Indicators Initiative* - an environmental project involving 20 cities in regulating energy use.

COMMUNICATIONS:

- Manage marketing, outreach, and data collection for public and private spaces, community events, and more to increase awareness, support and gather community input.
- Designed and managed five websites for various organizations and clients.
- Developed communication strategies, managed subcommittees, and all logistics relevant to a quality learning experience for over 100 committee meetings and programs.
- Designed marketing materials, wrote communications (newsletters, blogs, and surveys), and increased followers and grew social media for three organizations.
- Collaborated and coordinated teams on various proposals, projects, and programs.
- Advocated and lobbied in Washington D.C. at the *Habitat on the Hill* on the federal level and invited to meet with President Obama's Senior Administration.
- Designed a volunteer recruitment methods presentation and placemaking informational materials.
- Lead writer of a \$20,000 grant that led to final stage interview at the Otto Bremer Foundation.
- Public speaker for volunteer recruitment and education to various groups.
- Provided creative services for various advocacy event materials.

IDEAS:

- Implemented unique ideas for community events and design advisory projects.
- Creative input into strategies and design for a mission engagement strategic plan which included specific ways to recruit and support members, volunteers and sponsors.
- Redesigned and launched a system to track 20,000 volunteers resulting in a record number of volunteers being engaged.
- Applied creative marketing, educational, and editorial ideas for housing, transportation, economic development and environmental projects, brochures and reports.

OTHER EXPERIENCE:

- Studied, toured, and met with professionals in Stockholm, Sweden to learn from their real estate, housing, transit, and eco-friendly development projects. (2013)
- Researched housing codes, drafted proposals and analyzed urban assessments for plans for development and reuse of specific sites in Sydney, Australia. (2008)
- Supported real estate projects, financial charts, maps and reports for various site selection assessments across the Twin Cities including the Vikings Stadium site.
- Invited to participate in the *WomenWinning* organization and *WIRED-UP* groups - groups to support women in policy, real estate and community initiatives. (2012 - Present)

EMPLOYMENT:

- September 2013 - Present - **Freelance Consultant, Katherine O Creative Community, LLC**
- June 2014 – July 2018 - **Project Manager, The Musicant Group**
- May 2011 – May 2013 - **Associate, Urban Land Institute Minnesota (ULI MN)**
- May 2011 – June 2012 - **Associate, Eberhardt Advisory, LLC**
- October 2009 – May 2011 - **Community Relations/Events Assistant, Volunteer Coordinator, Twin Cities Habitat for Humanity**
- Summer 2008 – **Intern, Department of Planning Strategic Sites/Urban Renewal Division, Australian New South Wales Government**

TECHNICAL SKILLS:

Microsoft Office Suite Proficient, Wix, Weebly, WordPress, MyEmma, MailChimp, Survey Monkey, Eventbrite, ArcGIS software, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Google Earth,

Raiser's Edge database, Netforum database, Social Media (Twitter, LinkedIn, Facebook, Pinterest, Instagram).

VOLUNTEER/BOARD AND COMMITTEE WORK:

- **Vice President, Goldstein Museum of Design Advisory Board, August 2017 – Present** - Supports the Advisory Board at the University of Minnesota-Twin Cities design museum which uses the power of design to foster improved quality of life for individuals and communities.
- **Board Member and Housing Studies Sub Committee Lead, University of Minnesota - College of Design Student and Alumni Board, May 2013 – May 2017** – Assisted the College of Design alumni and students by coordinating events and outreach programs for the College of Design.
- **Mentor, University of Minnesota - College of Design, October 2016 – May 2017** – Mentored a College of Design student through advisory, events, and connections.
- **Board Member, Soap Factory Advisory Board Member, June 2016 – November 2016** – Supported and advised the Soap Factory Board, a laboratory for artistic experimentation and innovation, dedicated to supporting artists and engaging audiences through the production and presentation of contemporary art in a unique and historic environment.
- **Assistant, City Council Member Anne Mavity for the Hennepin County Commissioner Campaign, Spring 2014** - Helped get the candidate down to second runner up through fundraising, marketing, and financial planning assistance.
- **Volunteer, Minneapolis City Council Campaign, September - November 2013** - Assisted the campaign with door knocking, canvassing, phone calls and outreach.
- **Staff Lead, Urban Land Institute Minnesota Young Leaders Group (YLG) Board, May 2011 - May 2013** - Lead the YLG Board by hosting committee meetings, events, outreach, and increased membership.
- **Committee Member, Commercial Real Estate Diversity Collaborative, August 2011 – May 2013** - Supported the collaborative to increase diversity by recruitment, outreach, marketing, and ideas.
- **Committee Member, Twin Cities Habitat for Humanity, October 2009 – January 2013:**
 - *Hard Hat & Black Tie Gala Staff Lead and Committee member* – a 900 person fundraising event
 - *Team Leader of Special Events and Fundraising for the Youth United Committee* - duties included writing a grant and fundraising to build a house with youth.
 - Traveled to Costa Rica for a *Global Village* trip to advocate and build better communities worldwide.
- **Member, University of Minnesota - Twin Cities, College of Design H.O.U.S. Organization, 2006 – 2008** - Attended various housing and community development events; Volunteered on field trips to multiple urban developments to study land use.

EDUCATION:

- **Graduate Degree:** University College London – United Kingdom: Master of Science 2019
 - **Major:** Urban Design and City Planning, The Bartlett School of Planning
 - **Honors:** Distinction for Dissertation
- **Undergraduate Degree:** University of Minnesota – Twin Cities: Bachelor of Science 2008
 - **Major:** Housing Studies, College of Design
 - **Minor:** Communication Studies
 - **Concentration:** Community Development & Policy
- **Continued education:** Professional fairs, training workshops, and national conferences.

REFERENCES: Letters of Recommendations available upon request.

BUILTFULLY PORTFOLIO: www.bebuiltfully.com

LINKEDIN PROFILE: <https://www.linkedin.com/in/katherine-o-neil-b4123840/>