

# Katie L. Patterson

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## WORK EXPERIENCE

### **HAPPY MEDIUM | FOUNDER & CEO**

*February 2011 - Present*

Founder and CEO of Happy Medium, a media and web agency that has grown over eight years from one employee to a team of nearly thirty. Happy Medium specializes in traditional and digital media management, web design, and digital products, with a focus on helping clients create engaging user experiences. The company has been featured in The Des Moines Register and The Business Record several times and was named The Business Record's Best Social Media Company in 2013, 2014 and 2015, and Best Small Company with a Bright Future in 2015. Happy Medium was also the featured Iowa business in the 2015 Google Economic Impact Report. Based on three-year growth of nearly 800%, Happy Medium was listed at #591 of Inc. Magazine's 5000 fastest growing companies in the United States and was the fastest growing company in Iowa. Katie was also named best Up & Coming Business Leader by The Business Record in 2014.

### **WHO-TV | ACCOUNT EXECUTIVE**

*June 2007 - February 2011*

Maintained and achieved monthly budgets of \$90k spot television, \$8k interactive and \$8k new business. Specialized in new business development and surpassed new business budgets in 2008, 2009 and 2010. 2008 AE of the Year. Worked daily with clients and helped them meet their advertising and business goals.

### **TWO RIVERS MARKETING | ACCOUNT COORDINATOR**

*February 2006 - June 2007*

Managed coordination of all jobs and maintained deadlines for clients with a total of \$4M in individual budgets. Liaison between the client and the internal teams. Completed monthly billing for clients. Assisted with billing forecasts. Handled all media placements and coordination. Provided estimates to clients. Assisted with client presentations. Maintained deadlines and relations with clients.

## COMMUNITY ENGAGEMENT

*Current*

**BRAVO GREATER DSM** | Board Member; 2018, 2019 Gala Chair

**DES MOINES PERFORMING ARTS** | Board Member

**LEAD LIKE A LADY** | Leadership Member

**WAKONDA CLUB** | Board Member

**FOOD BANK OF IOWA** | Smoke Out Hunger Committee Member

**HABITAT FOR HUMANITY** | Hammers in Heels

*Former*

**WINEFEST** | Board Member

**ANIMAL RESCUE LEAGUE** | Advisory Board Member

**DES MOINES PLAYHOUSE** | Hollywood Halloween Co-Chair

**CISS HEROES FOR THE HOMELESS GALA** | Committee Member

**MEALS ON WHEELS** | Event Committee Member

**MARKETING AND MANAGEMENT DMACC** | Advisory Board Member

## EDUCATION

### **BACHELOR OF ARTS**

University of Northern Iowa, Cedar Falls, IA

December 2004

Major | Electronic Media

Minor | Journalism