

# KATHERINE HARDWICK

Downtown Vision · 214 N. Hogan St., Ste. 120, Jacksonville, FL 32202  
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Champion for downtown revitalization. Cultivator of civic pride. Connector for the community.

## CAREER EXPERIENCE

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### **DOWNTOWN VISION**

*Business Improvement District*

#### **Vice President of Marketing & Research**

Oct. 2016-Present

#### **Marketing Director**

Dec. 2011-Oct. 2016

#### **Marketing & Events Manager**

Feb. 2009-Dec. 2011

- Envision and execute DVI's marketing and communications strategy to reinforce Downtown as Jacksonville's authentic epicenter for business, history, culture, education and entertainment.
- Supervise all marketing efforts under the "DTJax" brand and promote Downtown as a great place to live, work, visit and invest.
- Lead public relations efforts, and coordinate with the media to educate and dispel common misperceptions; oversee external communications.
- Collect, analyze and publish Downtown's data; conduct research for investors; survey stakeholders; produce annual reports including the State of Downtown Report.
- Manage advertising campaigns for DVI's events, including the Jax River Jams Concert Series.
- Lead fundraising efforts for the annual #DTJax Gala and #DTJax Awards to celebrate Downtown and to raise funds for the Lively And Beautiful Sidewalks (LABS) Initiative.
- Advise on organizational strategy and growth.
- Advise on placemaking projects to activate the streetscape, improve walkability and "create moments" in Downtown.
- Provide customized presentations and walking tours.
- Convene and connect cultural, entertainment, tourism and civic marketers, to encourage cross-promotion and to share ideas.

### **THE PREDATOR GROUP**

#### **Marketing Coordinator**

Oct. 2008-Feb. 2009

Executed consumer and B2B marketing campaigns for corporate and product brands via website, e-newsletters and printed collateral, and consulted on re-branding of Predator products and the rebranding of The Predator Group.

### **BURDETTE KETCHUM**

#### **Account Coordinator**

Feb. 2006-Oct. 2008

Managed healthcare, real estate, legal, education and non-profit industry accounts. Crafted creative strategies, guided creative execution, ensured production and project delivery for branding, print, radio, direct mail, tradeshow, outdoor, website design, events, nontraditional and multi-media campaigns.

### **ECISIVE, INC.**

#### **Project Manager**

Jun. 2005-Feb. 2006

Managed more than 30 website projects at a small web boutique, developing site navigation, writing copy, consulting on design and supporting clients.

## EDUCATION

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### **UNIVERSITY OF NORTH FLORIDA**

2005

Degree: Bachelor of Science, Communications

Honors: Summa Cum Laude

## LEADERSHIP, MEMBERSHIP & COMMITTEE WORK

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### International Downtown Association member (2009-Present)

- Emerging Leaders Fellowship Selection Committee (2020)
- Emerging Leaders Fellowship Graduate (2018)
- Nighttime Economy Council (2018)

### ULI North Florida member (2017-Present)

- Awards Committee, 2021
- Center for Leadership, Class of 2019

### Downtown Investment Authority

- Riverfront Plaza Design Competition Subject Matter Expert (2021)

### Florida Theatre Board of Directors (2018-Present)

- Marketing Committee (2022-Present)
- Organization Committee (2020-Present)
- Strategic Planning Committee (2019-Present)

### Leadership Jacksonville

- Selection Interview Committee (2021-Present)
- Leadership Jacksonville Graduate (2020)

### Jacksonville Historical Society

- Bicentennial Task Force (2021-Present)

### JASMYN

- Coming Out Day Breakfast Host Committee (2021)

### Florida Downtowns, Inc. Member (2020-Present)

### Jacksonville Business Journal

- Bizwomen Mentoring Monday Mentor (2020-Present)
- 40 Under 40 Selection Committee (2020-Present)
- Women of Influence Selection Committee (2020-2021)

### Cultural Council of Greater Jacksonville

- Art in Public Places Art Selection Panel (2018-2019)
- SPARK Grant Review Committee (2015)

### Rotary Club of Jacksonville member (2017-2019)

- Public Image Committee Chair (2017-2019)
- Signature Event Committee (2019)
- Survey Action Committee (2019)
- Paul Harris Fellow (2018)

### Murray Hill Preservation Association Board of Directors (2013-2016)

- Vice President of Communications (2015-2016)
- Centennial Celebration Co-Chair (2016)
- Rebranding Committee Chair (2015)

### JAXSPORTS

- Marketing Committee (2016)

### Visit Jacksonville

- Marketing Committee (2014-2015)

### Jacksonville Humane Society, Pawfessionals Board of Directors (2009-2012)

- Communications Chair, 2011-2012

## AWARDS

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### CREWJAX

- IMPACT Award, Jax River Jam, 2021

### Jacksonville Business Journal

- 40 Under 40 (2019)
- BizTech Award for Best Use of Social Media (2015)

### International Downtown Association

- Award of Excellence, First Wednesday Art Walk, the Best of Jacksonville (2017)
- Award of Excellence, The Elbow Marketing Co-Operative (2016)
- Merit Award, Twitter Promoter Campaign (2015)
- Pinnacle Award, Explore the More Campaign (2009)

### Awards for First Wednesday Art Walk

- "Best of" Jacksonville Magazine (2015, 2011, 2010)
- "Best of" Folio Weekly (2014, 2013, 2011, 2010, 2009)

## PROFILES

- Babes Who Hustle, 2021  
[babeswhohustle.com/home/babes/khardwick](http://babeswhohustle.com/home/babes/khardwick)
- People of Jacksonville, 2017  
[instagram.com/p/BSJ61Q8gicl](https://www.instagram.com/p/BSJ61Q8gicl)

## ECISIVEKAT