

# KATHRYN BOUCHARD

Global communications professional with experience working at the intersection of academia, policy, and digital marketing. Strategic thinker passionate about crafting roadmaps that enable organizations to put people, engagement, and collaboration at the heart of their digital journey.

## EDUCATION

### M.A., POLITICAL SCIENCE - EU POLICY STUDIES

June 2011  
James Madison University  
Florence, Italy

### B.A., DOUBLE MAJOR - INTERNATIONAL AFFAIRS, SPANISH

December 2017  
James Madison University  
Harrisonburg, Virginia

## DIGITAL SKILLS

**CMS:** WordPress, Contensis, HubSpot

**LMS:** Moodle, Learn Dash, Bright Space

**Creative:** Canva

**Social:** Twitter, Facebook, Instagram, YouTube, SoundCloud, LinkedIn, TikTok, Snapchat, Vimeo,

**Project & Team Management:** Asana, Trello, Slack, Airtable, ClickUp, Confluence, Atlassian, Drupal

**Other:** Zoom, Mailchimp, MS Office 365 (PowerPoint, Word, Excel, Teams, OneDrive) Google Analytics, Typeform, HubSpot

## LANGUAGES

**English** · Native

**Spanish** · Bilingual proficiency

**Italian** · Bilingual proficiency

**French** · Elementary proficiency

## CONTACT

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[LINKEDIN.COM/IN/KATHRYNBOUCHARD](https://www.linkedin.com/in/kathrynbouchard)

## EXPERIENCE

### PRESICION CONSULTING COMPANY

REMOTE, APRIL 2020 - PRESENT

#### ACADEMIC CONSULTANT

- Assist with business development strategy including capabilities presentations, website content development, and outbound advertising (Google AdWords).
- Manage recruitment strategy, consultant and analyst onboarding, and ongoing human resource management.
- Assist clients to achieve their academic or professional goals by helping them understand complex processes and intense programs.
- Manage project timelines from start to finish with multiple accounts.

### WIIP. AI

REMOTE, APRIL 2020 - PRESENT

#### BUSINESS DEVELOPMENT MANAGER, KNOWLEDGE ENGINEER

- Generate sales pipeline for automated translation and transcription services.
- Create original content for website and e-mail outreach campaigns.
- Maintain existing client relationships and generate expansions of product programs and service availability.
- Create and curate original and test datasets for artificial intelligence training and machine learning algorithm development.

### COGNICOR

REMOTE, DECEMBER 2018 - APRIL 2020

#### KNOWLEDGE ENGINEER

- Work directly with clients to manage the development of customized artificial intelligence.
- Program chatbots with Cognicor's CIRA platform.
- Develop and maintain knowledge base.
- Create and curate original and test datasets for artificial intelligence training and machine learning algorithm development.
- Work with the marketing team to continue development of original content for publication and distribution within the United States and Europe.

### FLORENCE SCHOOL OF REGULATION, TRANSPORT

FLORENCE, ITALY, NOVEMBER 2016 - JANUARY 2018

#### RESEARCH ASSISTANT

- Engage in policy analysis and development for the transportation industry in Europe, including the maritime industry, railway industry, trucking industry, and general infrastructure.
- Maintain relationships with international stakeholders through direct communication, conference planning and execution, and newsletters and bulletins.
- Research policy initiatives to influence high-level stakeholders in the public and private sectors.
- Create and distribute policy briefs for international consumption.

### ARTHUR J. GALLAGHER & CO.

WASHINGTON, DC, USA, JANUARY 2013 - JANUARY 2017

#### RESEARCH ANALYST

- Create original content for international clients regarding compliance and benefits in Italy, Spain, and Central and South America through local-language research and news analysis.

AMERICAN INSTITUTE FOR FOREIGN STUDY  
FLORENCE, ITALY, APRIL 2015 - JUNE 2016

**STUDENT SERVICES ADVISOR**

- Provide general administrative, academic, and student services support for students, faculty, and staff.
- Manage groups of 500 or more including travel management and logistics.
- Manage over 100 properties in Florence and coordinate with property owners to ensure sufficient student housing and compliance with insurance requirements.
- Coordinate student activities in Florence and throughout Italy.

**FSTANFORD UNIVERSITY IN FLORENCE**

FLORENCE, ITALY, MARCH 2014 - MARCH 2015

**PROGRAM ASSISTANT**

- Serve on a small team to provide general administrative, academic, and student services support for the Program Director, Program Administrator, and Program Coordinator.
- Manage program event coordination and development on the campus, in Florence, and throughout Italy.
- Assist with paperwork including housing placement, and student immigration documentation.

**THE FLORENCE ART STUDIO**

FLORENCE, ITALY, FEBRUARY 2012 - FEBRUARY 2014

**GENERAL MANAGER**

- Manage all non-academic aspects of the school including property management, marketing, student services, and public relations.
- Maintain relationships with third parties including universities and local government institutions as well as students and alumni.
- Build and curate website, including the blog, article publication, and social media marketing.

**CLARKE CONSULTING, LLC**

WASHINGTON, DC, AUGUST 2008 - AUGUST 2010

**FEDERAL ACCOUNT PROJECT MANAGER**

- Manage team consultants to develop unique insights into building constructive business cultures.
- Completed **MANAGING PROJECTS** seminar at George Washington University School of Business

**HUBSPOT CERTIFICATIONS:**

**INBOUND, CONTENT MARKETING, EMAIL MARKETING, SALES SOFTWARE, INBOUND MARKETING, SALES FOR PARTNERS, FACEBOOK ADS, DATA INTEGRATIONS, SEO, HUBSPOT CMS FOR MARKETERS**

Udemy Certificate in Product Marketing Management

