

KATE-MADONNA HINDES

<http://www.linkedin.com/in/kmhindes>

[@GirlmeetsGeek](#)

thegirl@girlmeetsgeek.com

[612.501.8159](tel:612.501.8159)

Kate-Madonna Hindes, is an industry leader, national author and keynote speaker on emotional integrity and authenticity in today's online media. With 15+ years of combined experience for news media, state government and Fortune 500 businesses, she regularly covers national security and online privacy as well as marketing and digital media. Notably, she sits on the coaching panel for Keith Ferrazzi's Relationship Academy, alongside Chris Brogan and Tony Hsieh.

RECOMMENDATIONS

"No matter what, she's always at the top of her game - she not only 'knows her stuff' but she's always willing to help others understand how technology can make their jobs and their lives easier. There's no one better to help you create a compelling presence online." - **Alan Hill**, DEED MN

"Kate-Madonna understands technology is more than just human to computer or hand to mouse. Her thought process creates a relationship between the two and enables the reader to fully understand the limitless capabilities of where new media is headed. Kate connects, it's simple and extraordinary. She is an exceptional collaborator in this digital age." - **John Ashton Edgar**, SlashGear Media

"It isn't often that you find someone who can write, create, ideate, execute, and deliver, all on time. I am constantly amazed at how innovative Kate is. Kate was able to easily integrate herself with our team. She understood our business objectives and was able to bring them to life with her writing." - **BreAnna Fisher**, DoDrinks

"When it comes to building a personal or corporate brand, Kate exceeds expectations. She successfully builds brands that integrate traditional and new media into an overall strategy that would blow the doors off of any executive leadership team." - **Rachel Hickok**, Marketing Manager for Tasks Unlimited

SOCIAL MEDIA IMPACT & PUBLICATIONS

- Recruited by the White House Public Affairs Office Of Volunteerism for the Director of New Media position and helped solidify the current administration's position on Social Media within Volunteerism and Engagement as well as preparing the Whitehouse.gov website to become HTML5 ready
- Researched and wrote \$20k proposal for the State of Minnesota to integrate mobile technology, (*MixMobi*) and social media within its foundation resulting in securing government funding for new technology platforms
- Portfolio includes work for: Target Corporation, Regus, Patterson Corporation, Tiger Oak Media, Women's Press, Planned Parenthood, BeadBash, Minnesota Organization on Fetal Alcohol Syndrome, JobDig/LinkUp, RE/MAX Realty, DoDrinks, Qonqr, API Group, ProsperWell, NCCC, ZukiMuki, Beadniks, Star Tribune and more.
- Co-authored 2010 Creative Job Search Manual for the State of Minnesota as well as authored numerous books in 2011, including, "SalesForce and Social Media Success" for API Group, Inc. Other projects include ghostwriting a financial literacy manual and memoir for a well-known Minneapolis financial planner.

EMPLOYMENT HISTORY

GirlMeetsGeek Media

March 2003- Current

Minneapolis, MN

PR, ghostwriting and digital strategy for Fortune 500 companies, non-profits and small businesses. PR partnerships include international radio, local news stations and national publications.

Proprietor / Lead Developer

- 2013 Networking Keynote Speaker at Alphabet Bash and 2014 Keynote at CES' MommyTech Pavilion.
- Successfully led dual-state staffing company through a re-branding with website, logo, copy and external partnerships, leading to 89% growth in 6-month period.
- Clients and partnerships include: Everclear, (band,) SUMU.org, BTRTOrg, VoiceHive, WomenVenture, 3waybeauty, DoDrinks, QONQR, Brigham Group Staffing, My Reality Tech, ProsperWell, Normandale Community College, Minneapolis/St. Paul Star Tribune, JobDig/LinkUp, Ignitus, Globe University, RE/MAX Realty, Minnesota Organization of Fetal Alcohol Syndrome, Custom Creations Photography, ZukiMuki, National Cervical Cancer Coalition, ASHA.org, DatingCoachKK, Tamika & Friends, MNHeadhunter.com/NerdSearch, State of Minnesota - Workforce System and the White House Office of Public Affairs
- Annual professor at Normandale Community College on Public Relations and Interactive Marketing. Developed content for NHCC, Normandale, Globe and Rasmussen.
- Frequent contributor to International radio CJOB68, Fox9, WCCO and KSTP on P.R. and social media campaigns
- Authored APIGroup's 2011 Manual on Salesforce and Social Media, traveled and spoke on manual for API's subsidiaries in over 4 states.

SMCpros

June 2012- Current

Minneapolis, MN

Director of Operations

Defined and implemented launch strategy to create *300% continual year-over-year growth* for the agency. Refined all processes, (H.R., accounting, operations,) to meet industry best practices and attract capital to the business.

- Created on-site training and development program that helped ease transition for 300% growth within the company.
- Handled all Public Relations, allowing for placement of leadership on local news and national outlets: Fox, CBS
- Created National and State labor-law compliant ATS system, involving capture of resume, EEO compliance and privacy best practices as well as developed recruiting procedures and handbook policies.

State of Minnesota

August 2009 – May 2010

St. Paul, MN

Workshop and Facilitation Professional / Author

- Moderated and facilitated the DEED/Whitehouse MN Job Summit
- Hand-picked to facilitate new workshops and develop State curriculum on Social Recruiting and Job Search. Promoted within three weeks to developing curriculum for five separate workshops.
- Co-authored 2010 National Creative Job Search Manual

Target Corporation

November 2007 - May 2009

Minneapolis, MN

Risk Management/Project Management

- *2007 Meeting Planning and Execution Excellence Award Recipient*
- Introduced and facilitated Six Sigma methodologies and best practices to team during transitional and re-occurring projects. Trained team on OSHA project involving a *quarter of a million dollars* savings with proactive insight and best practices.

EDUCATION

2000 – 2004: St.Mary's University / Winona State University Theology Emphasis with Women's Studies Minor

2011 – 2013 OCW Coursework Includes: Security Risks and Analysis, PMI Certification, SOP/Compliance