Katie Ahearn

Communications Strategist · Content Strategist · Photographer

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Professional Summary

Strategic communications professional with experience establishing and leading integrated communications programs that connect employees, higher education, industry, government, and the public. Proven success developing internal and external communications strategies, translating complex technical and organizational topics into engaging content, managing multi-channel campaigns, and increasing audience engagement through measurable communications. Experienced in communications leadership, editorial strategy, content development, executive communications, visual storytelling, and cross-functional collaboration.

Areas of Expertise

Strategic Communications
Internal Communications
Executive Communications
Content Strategy & Copywriting
Editorial Strategy
Web Content Strategy
Communications Planning
Technical and Scientific Storytelling
Organizational Change Communications
Project Leadership
Digital Communications
Photography & Visual Storytelling
Adobe Creative Suite • Canva • Microsoft Office

Professional Experience

Senior Program Support Assistant – Marketing & Communications Lead
John Olson Advanced Manufacturing Center, University of New Hampshire — Durham, NH
Oct 2021 – Present

- Lead strategic communications for the John Olson Advanced Manufacturing Center, developing internal and external messaging, executive communications, operational change communications, technical storytelling, and digital content that support faculty, staff, students, industry partners, and university leadership.

- Write and edit feature stories, executive communications, website content, digital campaigns, and multimedia content that translate complex engineering, manufacturing, and research topics into clear, engaging communications for diverse audiences.
- Partner with engineers, researchers, faculty, and organizational leadership to develop communication strategies and content that support research, innovation, workforce development, and industry partnerships.
- Established and continue to lead the John Olson Advanced Manufacturing Center's first integrated communications program, creating the strategic framework for marketing, storytelling, digital engagement, and public outreach.
- Develop and execute integrated communications campaigns across web, social media, photography, video, email, and print, translating complex research and advanced manufacturing topics into engaging stories for students, faculty, industry, government, and community audiences.
- Established the Center's digital presence and increased audience engagement, including a 72% increase in LinkedIn followers, a 15% increase in Instagram followers, nearly 1,000 average views per social media post, and increased internship inquiries and industry partnerships through strategic digital communications.
- Plan, promote, and coordinate high-profile events, tours, workshops, and industry engagements that strengthen partnerships, increase visibility, and support workforce development and research initiatives.
- Direct content strategy while mentoring undergraduate interns in writing, photography, video production, social media management, and brand standards, ensuring consistent, high-quality communications across platforms.
- Design marketing collateral, branded merchandise, promotional materials, and visual assets that strengthen organizational identity and support recruitment, outreach, and public engagement initiatives.

Senior Program Support Assistant (Split Role)
NH EPSCoR & Olson Center, University of New Hampshire — Durham, NH
Oct 2021 – Apr 2023

- Supported statewide education and research programs (NH BioMade, BIO-SENS) through communications, reports, and outreach.
- Developed tailored content and campaigns for students, faculty, researchers, and community partners.
- Coordinated conferences, workshops, and outreach events across multiple institutions.
- Compiled data and engagement metrics for grant deliverables and reporting.

Inside Premium Auditor
Liberty Mutual Insurance — Dover, NH
Jul 2017 – Jun 2020

- Reviewed and verified financial and payroll data for compliance with industry standards.
- Partnered with clients and internal teams to resolve discrepancies and ensure accurate reporting.

New Business Processing Associate
New York Life Insurance — Manchester, NH
Jan 2017 – Jul 2017

- Served as liaison between underwriting and agents, ensuring accurate processing and timely communication.

Rating Technician
Acadia Insurance — Bedford, NH
Mar 2012 – Jan 2017

Insurance Agent
Portsmouth Atlantic Insurance Agency — Portsmouth, NH
Feb 2011 – Oct 2012

Patient Services Representative
Boston Eye Group — Brookline, MA
Jun 2009 – Jul 2010

Education

Bachelor of Science, Business Management — Fisher College, Boston, MA

- Academic Excellence Award

Portfolio

- Communications Portfolio (available upon request)
- Photography Portfolio: katieahearnphotography.com
- Professional Photography & Visual Storytelling: @katie.a.4
- LinkedIn: Katie Ahearn