Kristie Carter-George

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Strategy & Operations
Program Delivery
Workflow Systems

CORE CAPABILITIES

Strategy Execution
Operations & Workflow Design
Program & Project Delivery
Project Management
Cross-Functional Coordination
Process Development & SOP Creation
Vendor & Agency Management
Team Supervision
Stakeholder Alignment
Hiring Process Design
Operational Analytics & Reporting

TOOLS

Airtable
Asana
Workfront
Miro
Google Analytics
Microsoft Office
Google Workspace
Adobe Creative Suite
(InDesign, Illustrator, Photoshop)

SUMMARY OF QUALIFICATIONS

Strategy, operations, and program delivery professional with over a decade of experience supporting complex initiatives across nonprofits, associations, and consulting environments.

Experienced in project and program management, building operational systems, organizing workstreams, and translating strategic priorities into coordinated execution. Background includes communications, design, and organizational initiatives, with increasing responsibility for workflow management, vendor coordination, team oversight, and program delivery.

Work includes developing structured processes, managing multi-step initiatives, and improving operational visibility through workflow systems and analytics dashboards.

PROFESSIONAL EXPERIENCE

LeadersUp | February 2023–Present

July 2025–August 2026

Director, Creative Strategy & Operations *(Promoted from Senior Designer)*

Lead the Creative Strategy & Operations team, overseeing marketing communications and design & visual identity initiatives within the organization's Transformation Office.

- Established and led the Creative Strategy & Operations function, defining its operating structure, department charter, strategic priorities, workflows, and cross-functional delivery model.
- Developed organizational and initiative-level strategies spanning multi-year marketing and communications planning, storytelling, editorial strategy, insight amplification, brand development, and major organizational initiatives.
- Designed and implemented an integrated Asana workflow for intake, prioritization, project management, review, approval, and delivery across internal stakeholders and external partners.
- Built Airtable analytics systems and dashboards to improve visibility into newsletter, website, and social media performance and support ongoing communications planning.
- Developed a process library of SOPs and work instructions governing creative intake, communications production, social media planning and reporting, and recurring publication workflows.
- Recruited, onboarded, supervised, and coached a Senior Manager, Marketing & Communications, including designing the multi-stage hiring process, structured onboarding program, 90-day roadmap, and role-specific knowledge plan.
- Managed external agency and vendor partners, coordinating priorities, project timelines, weekly planning, deliverable reviews, and execution across visual identity and communications initiatives.
- Co-designed and facilitated cross-functional strategy workshops, translating stakeholder input, research, and organizational priorities into strategic recommendations, operating processes, and follow-up implementation plans.
- Directed complex, multi-channel initiatives including The Shift, LAEEA, and Activate LAEEA, coordinating strategy, communications, web, events, video, reports, stakeholder review, and external production partners.

February 2023–July 2025

Senior Designer

- Developed the initial structure, standards, and workflows for the Creative Services function.
- Built and managed an Airtable-based project intake and tracking system, including request forms, centralized task database, and dashboards used to monitor design workload and project status.
- Managed project timelines, vendor coordination, and deliverable execution across design initiatives.
- Designed reports, initiative branding, event materials, videos, and digital graphics.
- Supervised junior design support staff.

- Managed social media content planning and scheduling, including writing monthly posts and publishing through Sprout Social.
- Built and managed email campaigns in ActiveCampaign, including content development and email template setup.

FGS Global
September 2021–June 2022
Senior Graphic Designer
- Designed websites, reports, presentations, email templates, and digital communications materials for international and U.S.-based clients across sectors including broadband, education, biotechnology, investment, and nonprofit organizations.
- Collaborated with cross-functional teams to produce communications assets supporting public affairs, corporate communications, and client campaigns.

The Conservation Fund
March 2020–September 2021
Graphic Designer
- Developed communications materials including reports, digital graphics, videos, and presentations supporting fundraising and public engagement initiatives.
- Managed photo database assets and coordinated external designers and print vendors supporting communications production.

Edison Electric Institute
August 2016–March 2020
Graphic Designer
- Designed reports, conference branding, presentations, and digital graphics for a national trade association representing the U.S. electric power industry.
- Supported visual communications for large industry conferences and organizational initiatives.

REJ & Associates
June 2015–July 2016
Graphic Designer for U.S. Department of Housing & Urban Development (HUD)
Principal designer for web graphics, branding, large documents, posters, and infographics.

Independent Contractor
January 2013–December 2022
Worked with clients such as Association for Talent Development, Hattaway Communications, MedscapeLIVE! *(a WebMD company)*, Elizabeth Glaser Pediatric AIDS Foundation, Fuszion, National School Boards Association, and more.

The Epilepsy Foundation
April 2011–January 2013
Web & Design Coordinator
- Implemented new CMS platform and migrated website content.
- Developed training documentation and led staff training sessions on CMS usage across the organization.

Freelance Design & Communications Consultant
- Managed client projects including proposal development, project timelines, and deliverable coordination.
- Supervised virtual assistant support and coordinated external vendors on client projects.

EDUCATION

The Art Institute of Washington
Graphic Design
Bachelor of Fine Arts

PROFESSIONAL DEVELOPMENT

Foundations of Project Management
Coursera

Enterprise Design Thinking Practitioner
IBM

Google AI Essentials
Google

Front End Web Development
General Assembly

PROFESSIONAL ENGAGEMENT

Workshop Facilitator
AIGA Baltimore
Designing Futures Together:
Co-Creation Across Generations (2025)