

Katherine Dooley

Marketing Manager



Katherine Dooley is Marketing Manager for the Detroit Regional Partnership (DRP), a leading economic development nonprofit that serves as the single point of contact for domestic and international companies looking to locate or expand the 11-county Detroit Region. In this role, she develops and implements comprehensive marketing strategies and campaigns to advance the DRP's objectives, programs, and initiatives, and helps elevate the DRP's brand awareness through earned and social media, digital and corporate communications, public relations, and marketing and advertising. Dooley also works to create a positive narrative about the Detroit Region in national and international markets targeted by the business development team.

Dooley is an Emmy-nominated, award-winning video producer and marketer with more than 20 years experience in communications. Prior to joining the DRP, she served as a communications specialist and marketing coordinator with National Food Group, developing and executing B2B and B2C communications, public relations, and advertising. She also served as communications specialist and video producer for the Southwestern Oakland Cable Commission where she designed promotional campaigns and produced, directed, and wrote documentary news-style programming for the cities of Farmington, Farmington Hills, and Novi.

PAST EXPERIENCE AND EDUCATION

- Communications Specialist, National Food Group
- Marketing Coordinator, National Food Group
- Communications Specialist and Video Producer, Southwestern Oakland Cable Commission
- Bachelor of Arts, Communications, University of Michigan

NOTABLE ACHIEVEMENTS AND COMMUNITY INVOLVEMENT

- Vice President, Board of Trustees, Novi Library
- Public Image Chair, Rotary District 6380
- Past President, Rotary Club of Novi, Michigan
- Past Member, Novi Housing and Development Committee
- Emmy Nomination, Branded Content
- Telly Awards Gold Winner, General Corporate Image for Non-Broadcast
- Telly Awards Silver Winner, Directing for Online Commercials
- Telly Awards Silver Winner, General Food/Beverage for Online Commercials
- Telly Awards Silver Winner, People's Telly-Online Commercials