

Kate Peavler

Email: kathryn.peavler@gmail.com Phone: (773) 331-1086 [LinkedIn](#)

BIO

Kate is dedicated to harnessing her global experience as a marketing and communications professional to contribute and lead as a creative-minded team player within the AEC industry. In 2018, Kate was a co-founder of the Chicago Chapter of the Council on Tall Buildings and Urban Habitat (CTBUH), where she is still an active member today. She is currently the firmwide Marketing and Communications Strategist for Solomon Cordwell Buenz (SCB), while continuing to advocate for the importance of design excellence in a sustainable, equitable built environment.

KEY ACHIEVEMENTS

- ✓ **Architecture firm experience :**
Worked in and/or managed marketing communications departments at SOM, SCB, HOK, CannonDesign, A4E
- ✓ **Non-profit experience:** Original co-founder of 501(c)(3) [CTBUH Chicago Chapter](#); (2018 – Current)
- ✓ **PR strategy and thought leadership:** in lieu of outside consulting, selected to act as liaison for Chicago by HOK's Director of PR, with published [results](#)
- ✓ **Branding:** Created Chapter logo, banner, crafted identity, programs and communications campaigns for CTBUH Chicago Chapter, including DEI [statement](#)
- ✓ **Communications campaign management and initiatives:**
 - Implemented first Instagram takeovers, collaborations and monthly campaigns
 - Spearheaded LinkedIn leadership campaign at major firm
 - Expanded eblast campaign plans
- ✓ **Events, sponsorship, speakers:**
Spearheaded first virtual [event](#) for CTBUH Chicago Chapter, participated on global steering committee for annual international [conference](#); organized over 20 events since 2018, including programs themes, speaker selection, sponsorship engagement, and event management
- ✓ **Commitment to industry knowledge:**
 - Completed UIC's YArch experience, 2017; learned design programs and project description language
 - Completed first cohort of Loyola University Chicago's Business and Society Impact Program (BSIP)
 - Member of American Marketing Association (AMA), Chicago Women in Philanthropy (CWIP), Board member of Council on Tall Buildings and Urban Habitat (CTBUH) Chicago Chapter

EXPERIENCE

FREELANCE CONSULTING

CHICAGO, USA

Marketing Communications Consultant

November 2019 - Present

- Marketing communications campaign for large corporate architecture firm; thought leadership article for executive of SaaS firm; expanding influencer presence for engineering professor; general content development with several recurring clients.

SOLOMON CORDWELL BUENZ (SCB)

CHICAGO, USA

Firmwide Marketing and Communications Strategist

December 2021 - Present

- Lead firmwide communications and publicity efforts for 4-office, 300+ team, national architecture, design, and planning firm; establish and implement social media strategy and digital communications platform management; lead Boston PR consultants to expand

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regional presence for new office; identify and expand regional and national engagement and publicity strategies; write project descriptions, award submissions, and lead the development of marketing communications collateral.

ARCHITECTURE FOR EDUCATION, INC. (A4E)

PASADENA, USA

Marketing Manager, Remote

November 2020 – March 2021

- Hired to establish foundation of marketing processes for 22-person architecture firm specializing in educational design. Developed social media content and calendar; led proposal development; created awards and conference calendar and budget; established marketing operations criteria; led external consultant contracts; worked with principals to develop thought leadership content, including award-focused and conference materials.

CANNONDESIGN

CHICAGO, USA

Marketing Manager

May - November 2019

- Managed team of four direct reports. Refined the strategy and output of the marketing department for 200-person Chicago office, the largest of the firm, across seven individual market sectors and three subsectors. Developed rebranding plan and communications strategy for the leadership of the Chicago office to reconnect with the local community through dedicated PR efforts. Managed first Instagram takeover partnership.

HOK

CHICAGO, USA

Marketing Coordinator

May 2018 - 2019

- Delivered top quality, on-time and effective submittal of proposals, qualifications packages and presentations. Coordinated both internal and external consultant services. Led project sheet charettes across teams to facilitate knowledge collaboration. Worked closely with regional planning leader and urban designers, helping them join CTBUH Chicago efforts. Selected as Chicago PR Communications liaison by firmwide PR director.

SKIDMORE, OWINGS & MERRILL, LLP

CHICAGO, USA

Communications Coordinator

October 2017 - March 2018

- Developed press releases, media kits, project descriptions and award submissions. Oversaw video content creation. Worked closely with SOM City Design Practice members for award-winning projects.

LG HEADQUARTERS

SEOUL, SOUTH KOREA

Marketing Communications Consultant

May 2010 - August 2016

- Advised on global social media platform usage (Facebook, Weibo, Naver). Implemented new quarterly training program based on market research and business case studies for targeted client segmentation (B2B), resulting in unprecedented growth for consulting department.

ELOQUENCE MAGAZINE

SEOUL, SOUTH KOREA

Contributing Writer

August 2010 - September 2011

- First person to pitch and contribute articles about the AEC industry in Seoul. Focused on interviewing architects and covering events related to architecture.

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EDUCATION

LOYOLA UNIVERSITY CHICAGO CHICAGO, IL, USA
Business and Society Impact Program (Non-degree) June - August 2020

UNIVERSITY OF ILLINOIS AT CHICAGO (UIC) CHICAGO, IL, USA
YArch Summer Program (Certificate) July 2017

UNIVERSITY OF ROCHESTER ROCHESTER, NY, UNITED STATES
Bachelor of Arts in Spanish Language and Literature, high distinction May 2006

VOLUNTEER EXPERIENCE

CTBUH CHICAGO CHAPTER, BOARD MEMBER CHICAGO, IL, USA
Communications Manager; Past Executive Committee: May 2018 - Present
Secretary of Board, Programs Manager

CHICAGO WOMEN IN PHILANTHROPY CHICAGO, IL, USA
Member May 2021 - Present

HOK CHICAGO MENTORING COMMITTEE CHICAGO, IL, USA
Member (Event Planner) November 2018 - May 2019

CHICAGO OPEN HOUSE CHICAGO, IL, USA
Volunteer Greeter October 2017, 2018

CHICAGO ARCHITECTURE BIENNIAL (CAB) CHICAGO, IL, USA
Volunteer September 2017 - January 2018