



Personal Profile

OK, my love for design and copywriting is a little obsessive. Nothing makes me as excited as targeted sales copy that performs, and is true, or a design that shows exactly who the client is and what they will do for you. However I do enjoy my personal time as well with Jake, the best big black dog partner ever. I also enjoy creating artwork for fun in many mediums, spending quality time with friends, a great movie or Netflix series, a superb new restaurant, or a new book or Ted speech presenting amazing new ideas. That's about it for personal, I have a simple, beautiful life.

Business Profile

Proven expertise in Sales Management, Sales training, Marketing, Copywriting, Graphic Design, Efficient Manager with strong planning, budgeting, problem-solving, team building, communication and change management skills. **In Omaha history** I happily worked my way up from Secretary to Copywriter/AE at Holland Dreves Reilly Advertising and was then recruited by Omaha National Bank where I was their Marketing Officer for nine years.

From the Bank I moved into selling Radio for KEFM. I was recruited by KETV a client at KEFM to sell television for them. I was with KETV until I started Morningfire, Inc. my advertising agency, which I ran successfully and sold to Linda Knapp in 1998 to move to Alaska where I spent the next blissful 14 years with the love of my life.



The Alaskan adventure began as Director of Sales for Borealis Broadcasting in Fairbanks for two years until they were sold. Then on to KATN 2 Television/Smith Television Group as Sales Manager. Left KATN to become Director of Sales for Great Alaskan Bowl Company. Recruited in 2004 to work for the University of Alaska Office of International Programs as Manager of the Student Exchange Program until my retirement at age 62 in August of 2008.

Due to a death in 2011 I moved back to Omaha in 2012 to be with family and friends to heal. I then began the fun, varied freelance business I have today. I freelance for clients in Fairbanks AK, and Omaha, NE. I have had the good fortune to work on projects from web maintenance and SEO to sales, graphics and marketing administration for Pioneer Publishing/The Reader as their Director of Client Communications, aka Happiness Agent. I obtained my Life and Health Insurance licenses and currently work with Wealth-Maker\$ here in Omaha along with other clients.

I have been blessed to work with a ton of great people and have won my share of awards - like a **Clio** for publicity for **Omaha Federation of Advertising**, and a **Goldie** for creating an award program in Fairbanks "**The Interior Business Leadership Award**". Awards are nice but not how I determine success. I determine success by how happy and abundant I make my clients.

Please visit www.katifalk.com for Graphic and other Samples, most copywriting has been of the ghost variety and confidential, like writing blogs for others.

Specialized Education included Varsity Management at Selection Research, Inc. Lincoln, Gifford Graduate School for Sales Management Portland and NLP Communications.