



Personal Profile

OK, my love for design and copywriting is a little obsessive. Nothing gets me as excited as great 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 Polly, the best little dog partner ever. I also enjoy creating artwork for fun, 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 I worked my way up from Secretary to Copywriter/AE at Holland Dreves Reilly and was then recruited by Omaha National Bank where I was a Marketing Officer for Omaha National Bank/Firstier for nine years. From the Bank I moved into selling Radio for KEFM and was recruited by a client KETV to sell television for them. I was with KETV until I started Morningfire, Inc. my advertising agency which I ran successfully and sold in 1998 to move to Alaska.

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 family death in 2011 I moved back to Omaha 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 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 Happiness Agent!

I have been blessed to work with a ton of great people and have won some awards like a Clio for publicity for OFA and a Goldie for creating an award program in Fairbanks The Interior Business Leadership Award. However that is not how I determine success. I determine success by how happy I make my clients. Please visit www.katifalk.com for Graphic 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.