

Kara Eganhouse

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BITCHIN' SAUCE, San Diego, CA

Brand Communications Manager | March 2025 – Present

- Plan and execute internal and external events, including consumer activations, trade shows, music festivals, races, surf competitions, and community-focused initiatives in support of nonprofit partners, ensuring alignment with brand goals.
- Build and maintain relationships with stakeholders, including brand partners, media, vendors, and community members.
- Oversee event fundraising, securing sponsorships, donations, and managing event budgets, vendor coordination, and on-site operations.
- Develop and execute PR strategies to enhance brand visibility, pitch media, and create compelling brand stories to support initiatives.

Event Marketing Manager | March 2024 – March 2025

- Planned, organized, and executed trade shows, consumer activations, and corporate events from concept to completion.
- Managed event logistics, including venue selection, vendor coordination, and on-site operations, ensuring seamless execution.
- Developed event marketing strategies to enhance brand visibility and engagement.
- Oversaw event budgets, tracking expenses and negotiating with vendors to maximize efficiency.

Events & Fundraising Champion | October 2020 – March 2024

- Art directed and designed event collateral, including invitations, emails, and promotional materials, from concept through to completion.
- Led teams through annual peer-to-peer fundraisers and successfully negotiated contracts, tracked event and fundraising results, and secured community partners for in-kind donations.

FREELANCE DESIGNER, San Diego, CA | February 2016 – October 2020

- Developed branding and supporting materials for a range of business-to-consumer clients, including those in sports, music, and lifestyle sectors.
- Designed websites, logos, publications, annual reports, vehicle wraps, and corporate stationery.

SAN DIEGO ZOO GLOBAL, San Diego, CA

Senior Graphic Designer | November 2010 – February 2016

- Art directed and designed fundraising materials for the Development and Membership Departments, including brochure packages for yearly appeals raising millions of dollars, as well as newsletters, advertisements, invitations, signage, environmental graphics, and year-in-review books.
- Created membership cards and a suite of membership materials.
- Managed freelance illustrators, designers, and photographers, and built a Creative Workflow Management Process to improve communication and efficiency.
- Led the Professional Development Committee, organizing staff incentive events and guest speaker engagements.

LM&O ADVERTISING, Arlington, VA

Graphic Designer | September 2008 – July 2010

- Collaborated with clients to design projects such as brochures, advertisements, event programs, logos, posters, trade show displays, web banners, website updates, email blasts, and new business proposals.

THINKFUN INC., Alexandria, VA

Graphic & Package Designer | July 2007 – September 2008

- Designed toy packaging, marketing materials, an internal research/testing website, and developed creative components for sales.

REDPEG MARKETING, Alexandria, VA

Graphic Designer | May 2006 – June 2007

- Designed brand-building creative elements for national and global marketing campaigns.

Marketing and events professional with 20 years of experience in brand communications, event strategy, and creative direction. Expertise in planning and executing large-scale activations, trade shows, and events that boost engagement and brand visibility. Committed to creating impactful brand experiences and cultivating strong relationships.

Outside of work, I enjoy practicing yoga, running, paddleboarding, and hiking with my family, finding creative inspiration from the outdoors, travel, watercolor painting and reading memoirs.

VOLUNTEER EXPERIENCE:

Naturally San Diego

March 2020 – Present

Designed event collateral and contributed to marketing materials and fundraising strategies for NSD's key community events, including Pitch Slam and Fall Fling, fostering connections between entrepreneurs and local businesses to help support the growth of sustainable businesses in San Diego.

KEY SKILLS AND COMPETENCIES

- Event planning & execution
- Graphic design & creative direction
- Brand strategy & communications
- Marketing campaign development
- Vendor & budget management
- Public relations & media outreach
- Fundraising & sponsorships
- Team leadership & collaboration

SOFTWARE KNOWLEDGE

Expert in Adobe Creative Suite:

- Illustrator
- Photoshop
- InDesign
- Lightroom

Knowledgeable in:

- Premiere
- After Effects
- Figma

Technical Skills:

- Google Workspace
- Asana
- Trello
- Wordpress
- Mailchimp

EDUCATION

James Madison University

Bachelor of Fine Arts Graphic Design
Cum Laude, May 2005