

Katy Jo Schroer

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Objective: To shift from an entrepreneurial career to a profession in planning for, response to and recovery of disasters and emergencies which draws on my vision, compassion, flexibility, imagination, resolve and courage.

Education: Bachelor of Science in Management from Georgia Institute of Technology <> 2004

Professional Experience:

Self Employed Web Start-up and Marketing Consultant <> August 2007 – Current: Nashville, TN/Detroit, MI/Atlanta, GA

Manager of Projects at Zoi Interactive Technologies, Inc. a start-up company <> April 2006 – August 2007: Nashville, TN

Executive Team/Nanny at Wynonna, Inc. <> May 2005 - January 2006: Nashville, TN

Marketing Coordinator at Abundant Life Media a publishing company <> February 2005- May 2005: Newport Beach, California

Marketing Analyst Intern at Technology Venture Alliance a start-up company <> December 2004 -February 2005: Newport Beach, California

Volunteer Director of the Equestrian Program at The JH Ranch an adventure guest ranch <> May - August 2004: Etna, California

Related Experience and Skills:

Mitigation: Risk analysis, investigation and identification of gaps and liability planning performed at guest ranch as a consultant, employee or owner to start-up businesses.

Preparedness: Became knowledgeable about possible emergency scenarios, tested processes and products for bugs and reliability and was ready with contingency plans when starting a business, caring for children and facilitating the interaction of horses/animals with humans.

Response: Leadership and urgent coordination displayed at times of emergency such as injury when responsible for 10 horses/riders, fires, the escape of 18 horses and the trauma associated with psychosis. Have consistently responded calmly and hastily executed resolution.

Recovery: Worked with relevant players such as business executives and victims of abuse, mental illness and injury/disorientation to establish common goals by priority, devise and document a strategic plan and implement action towards full recovery post-trauma.

Training: As president of the Student Alumni Association at Georgia Tech, trained and managed 6 other students to run programs for the 60 members of the student organization and involved Alumni. Trained, educated and supervised several of the summer staff as wranglers to take care of horses and farm animals and conduct trail rides with ranch guests. At Zoi Interactive, recruited and hired 8 reports whom I oriented, educated, trained and managed to do the specific tasks ranging from human resources and office management to marketing and production tasks. In high school, hired and trained counselors at my own in-home summer camp.

Processes: Created and implemented tactical processes such as human resources protocols, customer relations management systems, intercommunication, market research databasing and product development and production.

Coordination: When presented with complex tasks such as creating a new website with over 150 pages and 50 functionalities for a start-up web-based company, finding office space for 40 employees, securing a long-term house for 8 contractors, creating interactive demonstrations for 20 products, recruiting and hiring a team of 35, planning an celebrity's outdoor party and camp-out for 200 guests, creating a new magazine, developing business relationships, starting new programs that connected students with alumni, planning a focus group of 50 to get customer feedback, caring for family members post-trauma, increasing a volunteer organization by 300% and planning two week's worth of activities for 20 children have consistently utilized strong analytical and problem solving skills to maximize efficiency, manage all of the details, used available resources, reduced costs and communicated appropriately with all involved parties.

Abilities: To travel overnight and within the US, be on-call, provide service coverage outside normal business hours and on short notice and to work for extended periods of time under physically and psychologically stressful conditions.

Goals: To complete graduate studies in Crisis Disaster Management, FEMA Professional Development Series, ICS (G190-G196 & IS 195) training, NIMS (100, 200, 700 and 800) courses, The Professional in Emergency Management (IS 513) course, Recovery from Disaster: The Local Government Role (E 210) training, IAEM Certification and the Emergency Manger (IS 1) training.

Other Qualifications and Characteristics: Effective organization skills, very experienced with Microsoft Office, strong interpersonal skills, ongoing interest in developing survival skills and training, 14 years of childcare experience, entrepreneur, reliance on experience and judgment to plan and accomplish goals, excellent written and oral communication skills, always pay attention and learns from everything I'm exposed to such as reading, travel, human interactions, film, radio, etc.