

# Kate Van Druff

Marketing, PR, & Communications



## Contact

+1267-733-2047

kate@danceswithwords.com

220 Aspen Lane, Gilbertsville, PA 19525

## About Me

Kate Van Druff crafted her career in writing, marketing, and special events through her company, Dances with Words, specializing in press releases, newsletters, websites, blogs, event planning, and social media, to name a few. Kate founded Pick Up Sticks Hockey alongside her daughters, and handled PR, social media, and heartfelt efforts to support the hockey rink project and grow the game at The Rink at Community Park in New Hanover, PA.

## Skills & Software

- **Data Analysis** - Google Analytics & Google Search Console
- **Graphic Design** - Adobe (Photoshop, InDesign), Canva
- **Keyword Research** - Ahrefs, etc.
- **Project Management** - Trello, Microsoft Office Suite (Excel, PowerPoint, Word)
- **Social Media** - Facebook, Instagram, X
- **Video Editing** - DaVinci Resolve, YouTube
- **Websites/Blogs** - Substack, WordPress

## Education

- **Bachelor of Arts, English Communication Minor, Organizational Psychology** 1999 - 2003  
*Lebanon Valley College, Annville, PA*

At LVC, Kate earned Dean's List recognition and graduated Cum Laude (GPA 3.412). She participated in Cross Country, Track & Field, Women's Rugby, and managed the intramural sports program.

- **LVC Women's Rugby Club Founder** (2001)  
Following inspiration, Kate formed the LVC Women's Rugby Club after much networking, research, and recruiting of players to field a team. Through this experience, she gained valuable skills in:
  - Advertising
  - Club Operations
  - Event Planning
  - Fundraising / Budgeting
  - Leadership / Management
  - Media Outreach
  - Mentorship for Others
  - Networking & Recruiting
  - Negotiations with College Administration

## Experience

- **Youth Sports Advocate / Hockey Activist (Volunteer)** 2023 - 2025  
*Pick Up Sticks Hockey (PUSH)*  
Inspired by her daughter, Kate started playing hockey and soon founded Pick Up Sticks Hockey as a grassroots nonprofit to save the hockey rink at New Hanover Community Park and grow the game.

- Event Planning - Clinics, Grand Opening, Pick Up, Tournament
- Fundraising / Sponsor Relations
- Media Outreach / Social Media
- PR / Press Releases
- Public Speaking at Meetings
- Rallying the Community
- Sourcing Gear for Program
- Speech Writing & Coaching
- Video Editing & Production

- **Marketing & PR Manager** 2006 - 2025  
*Dances with Words Creative Writing & Marketing*  
Kate supports small and medium-sized businesses through her marketing company, from one-off projects to complete marketing campaigns. Primary efforts include digital and physical products, promotion efforts, media outreach, analysis / tracking, and support.
  - Creation of Marketing Plans
  - Event Planning & Promotion
  - Graphic Design (Posters, Flyers, Social Graphics, Printables, etc.)
  - Newsletters (Print & Digital)
  - Outreach to Media, Success Tracking
  - Public Relations / Press Releases
  - Social Media (Facebook, Instagram, X)
  - Video Creation / Editing
  - Writing / Blogging

- **Digital Creator / Founder** 2020 - 2025  
*Bunny's Garden LLC / BunnysGarden.com*  
Founder of BunnysGarden.com, offering tutorials on topics from seed sprouting to seed saving, plant propagation and everything in between.
  - Digital Photography & Editing
  - Editorial Calendar Creation
  - Physical Product Creation
  - Social Media & Promotions
  - Writing Blog Posts & Tutorials
  - Zinnia Breeding / Hybrid Program

- **Writer / Editor II** 2006 - 2012  
*T-Mobile USA*  
Kate translated technical content into simple instructions, penned internal / external communications, and supported product launches.

## Character Summary

Kate brings passion and a positive attitude to all she does. A true solution seeker, she's adept at multitasking and her creative spirit thrives when bringing people together and planning events to bring others joy. She has over 20 years of writing and marketing experience.