

KAY L. RUDGE

Winnipeg, MB, Canada • (204) 899-0555 • kay@kayforge.dev
www.kayforge.dev • linkedin.com/in/kayrudge

SENIOR COMMUNICATIONS & ADVOCACY LEADER

Director of Communications & Marketing • Strategic Storyteller • Digital Systems Architect

I combine fifteen years of strategic communications leadership with hands-on technical fluency; bridging the gap between server architecture and public narrative. I specialise in taking complex institutional advocacy and translating it into clear, benefit-driven public narratives. Whether I am managing multi-channel campaigns, aligning cross-functional teams, or digging into analytics to optimize audience reach, I lead with analytical rigour (spreadsheets are my love language), kindness, and a bias for driving measurable engagement.

CORE COMPETENCIES

- Strategic Communications & Advocacy Campaigns
- Public Relations & Issues Management
- Executive Governance & Board Leadership
- Multi-Channel Digital Marketing & AEO/SEO
- Cross-Functional Operations & Change Management
- Brand Strategy & Architectural Storytelling
- Donor Analytics & Audience Segmentation
- Budget Stewardship & Financial Operations

PROFESSIONAL EXPERIENCE

Bi-National Digital & Marketing Specialist

Sept 2015 – Mar 2026

Mennonite Central Committee Canada | Winnipeg, MB

- **Digital Growth & PR Strategy:** Scaled a high-intent mailing list from zero to 15,000+ subscribers in 60 days via multi-channel journeys; spearheaded bi-national media relations, issues management, and rapid-response communications to mitigate reputation risk and preserve brand trust.
- **National Volunteer Scaling:** Lifted national volunteer connection rates from <40% to 78% by bypassing decentralized POS limits across 90+ retail locations using custom proxy frameworks and automated tracking.
- **Brand Positioning:** Re-architected institutional marketing into a multi-generational, story-first framework centered on local advocacy voices and circular economy policy.

Co-Founder & Operations Director

Jul 2019 – Jul 2023

Mythos & Ink Ltd. | Winnipeg, MB

- **Brand & Digital Innovation:** Championed underrepresented creators by repositioning women writers into adult fantasy (securing Sequential Magazine Book Awards) and pioneering multi-platform live broadcast launch frameworks.
- **Workflows & Financial Stewardship:** Architected end-to-end Asana project pipelines ensuring on-time delivery across complex publishing schedules; navigated a \$30K vendor distribution crisis during dissolution by negotiating a \$20K liability reduction, breaking even, and ethically returning IP rights to authors.

Executive Director
Geekdom House / The Hearth | Winnipeg, MB

Feb 2015 – Mar 2019

- **Institutional Governance & Growth:** Secured official CRA registered charitable status by independently navigating federal tax law and rewriting governance frameworks; produced sold-out, multi-disciplinary experiential events featuring live choir performances and immersive set design.
- **Community Incubation:** Built and scaled a niche digital platform and interactive discussion series, successfully incubating a grassroots vocal ensemble that transitioned into an independent professional group.

Program Director
Golden West Broadcasting (CHVN & Ignite107) | Winnipeg, MB

Aug 2006 – Sept 2015

- **Gamified Fundraising & Strategy:** Redesigned the Siloam Mission Radiothon model using donor behavior analytics, a \$125K match strategy, and live audio triggers—growing average 3-day weekday campaign revenue from \$23,000 to over \$260,000.
- **Multi-Platform Broadcast & Events:** Directed regional on-air programming, brand positioning, and cross-departmental community events (sales, creative, engineering) to maximize station loyalty and regional engagement.

BOARD & COMMUNITY LEADERSHIP

- Board Nominee (Active Candidate), Manitoba Theatre for Young People Oct 2026
- Board Member & Marketing Committee Chair, Frontier Events Fall 2024 – Present
- Board Member, FanQuest 2016 – 2019

TECHNICAL PROFICIENCIES

- **Digital Marketing & Analytics:** GA4, Google Tag Manager, Meta Pixel, Hotjar, MailChimp, Campaign Monitor, Ads (Google/Meta/LinkedIn/Reddit), SEO-Informed Writing / Technical SEO / GEO / AEO
- **Media Monitoring Tools:** Agility PR, Meltwater
- **Operations & Developer Tools:** Asana, Monday.com, Git (GitHub/GitLab), Slack, Microsoft 365 (Teams, Outlook, OneDrive), Figma, Discord
- **Media Production & Design:** Canva, Adobe Creative Suite (Photoshop, Premiere Pro, Audition), OBS Studio, Podcast Ecosystems

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Bachelor of Arts in Communications:** Canadian Mennonite University (2013)
- **Professional Certifications:** Google Analytics (Google, 2026); AEO Fundamentals (HubSpot, 2026); Inbound Marketing (HubSpot, 2026)
- **Specialized Training & Coursework:** Air Traffic Control Training Program (IFR) — Nav Canada Training Institute; Data Science & AI Applications (Data Science Salon); Foundational Coursework in Computer Science & Sociology (University of Winnipeg & Brandon University)