

Kay L. Rudge

Communications & Marketing Director

Storyteller by Trade. Systems Builder by Choice. Northern Manitoban by Grit.



Contact



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Winnipeg, MB



View my work:
kayforge.dev

Education & Training

- Bachelor of Arts - Communications
Canadian Mennonite University

Skills

- Project Lifecycle Management (scoping, budgeting, scheduling, execution, reporting)
- Strategic planning
- Audience / brand development & engagement
- Digital / social media marketing
- Leadership & community management
- Public speaking
- Public & media relations

Certifications

- Javascript & node.js - Udemy
- C# & Unity - Udemy
- Data Science Salon SEA: Applying AI & Machine Learning to Retail & Ecommerce
- IFR Certification - Air Traffic Control
Nav Canada Training Institute
- Valid Class 5 driver's licence & Canadian Passport and access to a reliable vehicle

Profile

I am a Strategic Communications and Marketing Leader with over 15 years of experience focused on community growth through story-driven and data-based decision making. I've had the opportunity to lead bi-national branding efforts and multi-faceted campaigns, empowering my teams to use every creative medium to reach and retain new audiences. My real passion is bridging the gap between complex organizational circumstances and authentic, measurable public engagement.

Experience

○ Marketing Coordinator & Digital Specialist

Mennonite Central Committee Canada Sep 2015 - Mar 2026

- **Supporter Journey Architecture:** Designed and implemented multi-channel digital engagement paths that built a high-intent mailing list from zero to over 15,000 subscribers in under 60 days during a period of total retail stagnation (Aka. COVID).
- **Systems Diagnosis & Optimisation:** Conducted a comprehensive communications audit of our volunteer pipeline, identifying friction points to design automated feedback loops that raised active volunteer connection rates from 40% to 78% in a single month.
- **Narrative-Led Brand Positioning:** Shifted traditional charity marketing paradigms by building a multi-generational, story-first strategy that centered local voices and advocacy on the circular economy and textile waste.
- **Operational & Campaign Innovation:** Bypassed restrictive Point of Sale infrastructure limits during national campaigns by architecting a custom promotional proxy card workflow, successfully scaling influencer partnerships across every Canadian province.
- **Reputation & Crisis Management:** Spearheaded multi-channel digital responses to high-stakes PR issues across our bi-national network, resolving coordinated online campaigns and maintaining brand trust with a calm, common-sense approach.

○ Chief Operations Officer

Mythos & Ink (Publishing) Jul 2019 to Jul 2023

- **Interactive Narrative Strategy:** Pioneered digital-first launch frameworks for niche titles, transitioning standard author talks into immersive, multi-platform live broadcasts complete with custom animations and professional voice talent to build global community buy-in.

Technical Proficiencies

- o **Digital Marketing & CRM Architecture:** MailChimp, HubSpot, Zoho CRM, Campaign Monitor
- o **Analytics, Attribution & Optimization:** Google Analytics (GA4), Google Tag Manager, Meta Pixel, Hotjar Behaviour Tracking, UTM parameter architecture
- o **Search Engine Strategies:** Technical SEO, Generative Engine Optimization (GEO), Answers Engine Optimization (AEO)
- o **Digital Advertising Platforms:** Google Ads, Facebook/Instagram Business Manager, LinkedIn Campaign Manager, Reddit Ads
- o **Collaboration, Operations & Code:** Git (GitHub/GitLab), Monday.com, Asana, Basecamp, Slack, Microsoft 365, Figma
- o **Multimedia Production & Design:** Canva, Photoshop, Premiere Pro, Audition, OBS Studio, podcast distribution ecosystems
- o **Community Management Infrastructure:** Discord, Reddit, custom forum deployment (and a functional appreciation for nostalgic BBS architecture)

Nonprofit Board Experience

- o **Board Member (Current) - Marketing Chair**
Frontier Events
 - **Strategic Marketing Governance:** Direct the comprehensive marketing and community engagement strategy for a values-driven non-profit, overseeing inclusive advertising and outreach initiatives to scale a diverse provincial participant base.
 - **Ecosystem Building & Inclusion:** Shape long-term community development frameworks focused on co-creation, accessibility, and transformative storytelling to ensure all initiatives reflect the diverse communities served.

Experience (Continued)

- **Operational Leadership & Systems Design:** Scaled business workflows and established robust project management pipelines in Asana to align cross-functional teams of editors, artists, and contractors on tight publication deadlines.
- **Creative Resource Coordination:** Managed creative production budgets and negotiated contracts with global vendors, serving as the strategic bridge between complex creative visions and long-term business sustainability.
- **Data-Driven Market Expansion:** Leveraged audience insights and platform analytics to design targeted digital-first campaigns that expanded reader acquisition and optimised launch-day pre-order performance.

Executive Director

Geekdom House - Feb 2015 - Mar 2019

- **Digital Community Architecture:** Founded and scaled a niche digital platform from scratch, shifting audiences from passive content consumption to active, identity-based participation and long-term volunteer engagement.
- **Values-First Editorial Direction:** Spearheaded editorial standards and creative direction for *Area of Effect* magazine, bridging the gap between deep values-based narratives and popular culture to cultivate highly loyal communities.
- **Organic Growth Systems:** Deployed targeted community-building and digital engagement strategies that prioritised highly collaborative, relationally-driven growth over superficial vanity metrics.

Program Director

Golden West Radio - Sep 2008 to Oct 2015

- **Multi-Platform Broadcast Strategy:** Scripted and directed targeted on-air programming and audience engagement initiatives across diverse rural and suburban Manitoba markets to build instant trust and local brand resonance.
- **Gamified Fundraising Architecture:** Redesigned the Siloam Mission Radiothon model, replacing abstract pleas with tangible metrics (the \$3.11 cost of a meal) and implementing real-time audio triggers that grew total funds raised from an average of \$23,000 to over \$260,000 in three days.
- **Cross-Functional Campaign Execution:** Collaborated with sales, creative, and engineering departments to build regional marketing events and local business partnerships that expanded audience footprint and station profitability.