KATHERINE RECTOR

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PROFESSIONAL SUMMARY

Compassionate and highly organized professional with 10+ years of experience across healthcare, operations, client support, and team leadership. Experienced in patient and family communication, scheduling, care coordination, confidential records, insurance support, client intake, and managing multiple priorities. Known for building trust, following through, and helping people navigate complex or stressful situations with empathy, clarity, and attention to detail.

CORE SKILLS

Patient & Family Support • Client & Patient Intake • Care Coordination • HIPAA Compliance • Confidential Records • Insurance Coordination • Scheduling & Follow-Up • Documentation • Operations & Project Management • Client Relationship Management • Team Leadership • Staff Training & Development • Process Improvement • Conflict Resolution • Client Onboarding • Event Planning • Content Management • Marketing Strategy • Brand Development • Web & Graphic Design

PROFESSIONAL EXPERIENCE

Katherine Francis Consulting
June 2023 – Present

Owner | Graphic & Web Designer

- Manage client branding and web design projects from initial consultation and concept development through final delivery.
- Create custom logos, brand identities, and style guides that establish consistent visual standards across digital and print platforms.
- Design and build user-friendly websites tailored to client goals, audiences, and brand identity.
- Provide ongoing website and content management support, including updates, optimization, and maintenance.

Humble Beast Media
December 2023 – May 2024

Creative Director

- Led creative strategy and execution across client branding, marketing campaigns, digital content, and sales initiatives.
- Directed the development of marketing materials and creative assets based on client objectives and brand standards.
- Established and maintained consistent brand identity and messaging across marketing channels.
- Managed client relationships and projects from initial planning through delivery, ensuring clear communication and alignment with client goals.
- Led and mentored the marketing team, providing creative direction, feedback, and support across concurrent projects.
- Researched market trends and competitors to identify opportunities and inform client marketing strategies.

Piper Mountain Webs
August 2021 – May 2023

Managing Partner

- Managed client acquisition, onboarding, and ongoing relationships for the company's library website services.
- Developed growth strategies to expand the company's client base and presence within the library market.
- Led weekly virtual CMS training sessions, helping library staff confidently manage website content and functionality.
- Partnered with the development team to identify client needs and improve the company's content management system.
- Built industry partnerships and customer retention initiatives to strengthen long-term client relationships and identify new growth opportunities.

Fit4Mom
July 2017 – October 2019

Instructor | Marketing Assistant

- Led weekly Stroller Strides and prenatal fitness classes while building strong relationships with clients and community partners.
- Supported marketing and social media initiatives to increase brand awareness, engagement, and client acquisition.
- Partnered with local businesses to plan community events, develop partnerships, and expand local visibility.
- Collaborated with instructors to develop engaging fitness programs and improve the client experience.

Michael J. Bass Plastic Surgery, PLLC
August 2013 – October 2015

Practice Manager

- Managed daily practice operations, staff, scheduling, patient registration, and records management to support an efficient patient experience.
- Maintained HIPAA compliance and established office procedures to protect patient privacy and confidentiality.
- Developed initiatives to improve patient satisfaction, strengthen referral relationships, and attract new patients.
- Coordinated with insurance providers to support accurate billing and timely reimbursement.
- Developed and delivered staff training to strengthen knowledge of office procedures, patient care, and plastic surgery services.
- Coordinated patient care and treatment-plan logistics between the surgeon, staff, and patients.

KORT Physical Therapy
September 2013 – December 2013

Physical Therapy Technician

- Guided patients through prescribed treatment plans and therapeutic exercises under the supervision of licensed physical therapists.
- Supported daily practice operations by scheduling appointments, answering patient calls, and assisting with administrative needs.
- Assisted physical therapists with patient preparation, treatment areas, and day-to-day clinical workflow.

Saint Joseph Hospital
August 2008 – July 2011

Emergency Department Technician

- Supported physicians and nurses in the Emergency Department by assisting with patient care, procedures, and daily clinical operations.
- Performed blood draws, CPR, splint placement, and other patient care procedures within the scope of the Emergency Department Technician role.
- Documented confidential patient information and performed data entry to support accurate and timely patient care.
- Managed telephone communications and assisted with administrative needs in a fast-paced emergency department environment.
- Trained new and existing team members on daily hospital procedures, workflows, and departmental responsibilities.

EDUCATION & CERTIFICATIONS

Bluegrass Community & Technical College — Lexington, KY | Business Administration coursework | 2007–2009
Emergency Medical Training Professionals — Lexington, KY | EMT Certification | 2010