



profile

Following a decade-long career in financial services, Katie Barchas Wilson founded The Market Group Inc. in 2012 to focus on her true passions: branding, events, promotions and philanthropy. Over the past nine years, she has worked with clients in the media, non-profit, housing, hospitality and retail industries to maximize their reach, increase their brand awareness, and grow their market presence.

Prior to The Market Group Inc., Katie served as Operations Manager for Global Financial Review, a mortgage due-diligence firm, where she honed her skills in marketing, business development, and project management. Katie began her transition from the financial sector to marketing and media in the Fall of 2012, when she joined the team of Northern Virginia Media Services as their Marketing and Events Manager. At NVMS, Katie built/expanded a number of large contests, promotions and events, including the Best of Loudoun, Best of Fairfax, and Best of Prince William polls, along with Loudoun's "40 Under 40" awards.

katie barchas wilson

contact

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education

BACHELORS - PSYCHOLOGY
2002 | University of Colorado | Boulder

MINOR - PHILOSOPHY
2002 | University of Colorado | Boulder

APPLIED BUSINESS CERTIFICATE
2002 | University of Colorado | Boulder

work experience

PRESIDENT AND CHIEF MARKETECT

The Market Group | Sep 2012 - present

- Provide comprehensive marketing, branding, promotions, and event services to small businesses, non-profits, and other organizations in the greater Washington, DC metro area
- Oversee internal staff and a network of industry experts to create a one-stop-shop for clients' marketing, event, promotional, design, branding, advertising, web and media needs
- Develop dynamic brand systems and effective marketing strategies to maximize reach, increase brand awareness, and grow market presence
- Produce inspiring and innovative events that enhance, engage, educate, and entertain the community

DIRECTOR OF BUSINESS DEVELOPMENT

Mesh Omnimedia - Leesburg, VA | Apr 2015 - Nov 2015

- Developed, coordinated, and executed strategies to capture new business and drive new opportunities for Loudoun-based creative agency
- Provided clients with turn-key solutions for digital and physical media, including web development, video production, event production, marketing strategy, graphic design and branding; Planned, directed, and oversaw activities of multiple client service projects

MARKETING AND EVENTS MANAGER

Northern Virginia Media Services - Leesburg, VA | Sep 2012 - Dec 2014

- Developed, coordinated, and executed strategies to capture new business and drive new opportunities for Loudoun-based creative agency
- Performed website development and graphic design services
- Created and managed social media, e-mail and online marketing campaigns
- Recruited sponsors, venues and vendors; Drafted and negotiated vendor contracts
- Managed ticket sales and registrations
- Provided on-site coordination and event staffing
- Produced the following events/contests: High-Heeled Happy Hour, Best of Loudoun, Best of Fairfax, Best of Prince William, Leesburg Today's 40 Under 40, Northern Virginia High School Sports Awards
- Forged and maintained relationships with exhibitors, sponsors, and advertising clients; Created new revenue streams outside of traditional print and online advertising; Engaged readership and fostered brand ambassadorship

awards

COMMUNITY LEADER OF THE YEAR

Loudoun County Chamber of Commerce
Young Professional Category - 2019

40 UNDER 40

Leesburg Today - 2015

WOMEN 100 LIST

Loudoun Business Journal
2016, 2017, and 2018

16 TO WATCH IN 16

Loudoun Business Journal - 2016

LOUDOUN 100

Almond Studio - 2017

certifications

CERTIFIED TOURISM AMBASSADOR

Visit Loudoun/Tourism Ambassador Institute
2021

DUE DILIGENCE OPERATIONS MANAGER

Global Financial Review, Inc. - Denver, CO | Mar 2008 - May 2013

- Marketed due diligence and oversight services to prospective clients in both private and public sectors; Identified contracting and subcontracting opportunities
- Generated project proposals and marketing materials; Solicited government contracts; Forged and maintained relationships with institutional and private investors, hedge funds, and rating agencies
- Ran and oversaw quality control on review data, identified errors and anomalies and approved revisions
- Developed improved and additional reporting, service offerings, quality control procedures, and review processes
- Conducted loan level credit, compliance and collateral reviews of residential mortgage pools resulting in due diligence risk analysis recommendations and loss mitigation workout opportunities; Created and updated manuals for the training of underwriters

DUE DILIGENCE SPECIALIST

Citigroup Global Market, Inc., Mortgage Finance - New York, NY | Jun 2006 - Feb 2008

- Ordered, organized, and reviewed diligence from all identified vendors
- Assisted in diligence sample selection
- Ordered credit, compliance, fraud, and valuation products
- Monitored vendor progress; Generated daily due diligence status reports
- Conducted Quality Assurance on diligence data; Provided feedback to vendors
- Reviewed and approved vendor invoices
- Assisted in due diligence data analysis for pricing purposes
- Assisted in processing diligence data for servicer utilization; Conducted servicing audits; Provided feedback for loss mitigation purposes

DUE DILIGENCE COORDINATOR, OFFICE MANAGER

Global Financial Review, Inc. - Denver, CO | Aug 2005 - Jun 2006

- Conducted loan level credit, compliance and collateral reviews of residential mortgage pools resulting in due diligence risk analysis recommendations
- Acted as liaison between buyers, sellers, servicers and due diligence staff
 - Scheduled due diligence reviews and oversight audits
 - Managed review preparations by obtaining data tapes and seller/servicer information
 - Created and maintained loan file inventory
 - Fulfilled client administrative requests and researched client inquiries
- Conducted Quality Assurance on review data; Generated final due diligence reports and transmitted information to clients
- Responsible for all accounting, bookkeeping, accounts receivable and payable, bank reconciliations, financial reports and 1099 IRS filings; Coordinated with outsourced payroll company and maintained all payroll records
- Managed all administrative aspects of business; Recruited, hired, and trained replacement staff

FINANCIAL OFFICER, ACCOUNT EXECUTIVE

Asset Funding Group, LLC - Denver, CO | Oct 2003 - Aug 2005

- Managed all accounting, bookkeeping, accounts receivable and payable, bank reconciliations, financial reports and 1099 IRS filings for private nationwide commercial lender
- Developed and maintained relationships with brokers, borrowers and investors, assisting principals in loan origination, and mass-media marketing of loan program offerings
- Processor/underwriter of all loan transactions from origination to payoff; Responsible for the maintenance of all loan files

FINANCIAL CONSULTANT

AXA Advisors, LLC, Retirement Benefits Group - Denver, CO | Nov 2002 - Jul 2003

- Obtained Series 7 and 66 NASD securities licensure and life, accident, and health insurance licenses
- Built book of thirty clients; Advised on investment opportunities and creation of financial plans
- Provided clients with annuities, retirement accounts, education funds, estate plans, and risk-management products