



Kay Piotrowicz

Marketing Manager
11 Years of Experience

“Working at Flaherty & Collins allows me to utilize the skills I have honed and the formal education I have completed to help the properties we own and manage develop sound marketing programs. The goal of the marketing department is to bring prospective residents together with the property that best fits his or her lifestyle.”

Responsibilities

As a member of the marketing team, Kay works closely with on-site and corporate staffs to ensure the appropriate marketing strategies, plans, and implementations to attract the target market and see that budget occupancy goals are being met. With a combination of creativity and business savvy, she thinks “outside the box” to make the Flaherty & Collins Properties’ portfolio different from the competition.

Professional Experience

Kay spent the first three years out of college working in the custom home industry in the Northern Suburbs of Indianapolis. She decided to go back to school full time at Ball State University where she completed two master’s degrees. She began her employment with Flaherty & Collins Properties as an intern and has since been an assistant to a Senior Regional Manager and Assistant Marketing Director. Her experience outside Flaherty & Collins includes:

Ball State University, Muncie, IN
Instructor in the Residential Property Management Program

Homes by John McKenzie, Carmel, IN
Designer

Heartwood Custom Homes, Carmel, IN
Internal manager and designer

Accreditations/ Organizations

Indiana Apartment Association – Member of Convention Committee, Member of Education Committee, Member of Maintenance Mania and Member of Young Profession Network

Education

Ball State University
BS, Interior Design with minors in Spanish and Marketing
MA, Technology Education
MA, Residential Property Management

Personal

When she is not working or teaching at Ball State, Kay enjoys spending time outdoors on the Monon Greenway in Indianapolis, going to Indianapolis Indians games, shopping, working on her house and spending time with family and friends. She also volunteers with Habitat for Humanity.

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