

KATRINA S. LEE

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To Whom It May Concern:

I would like to express my confidence that I exhibit the professionalism to add value to any organization and/or individual entity. I am a highly skilled Marketing Communications and Public Relations Specialist with a cross-functioning background in digital marketing and content marketing strategies.

As you can see from my resume, I entered the Public Relations field immediately after graduating from the University of Southern Mississippi where I received intensive training and experience through various coursework and an internship that allowed me to become a quick asset in my first professional job at *GCI Group*—a top-rated global public relations agency in Atlanta. Besides giving me a wide and varied body of knowledge to draw from, the experience taught me the mechanics of developing and delivering each client's selling points as accurately and efficiently as possible, a skill I think is very vital to the offered position.

In addition to the marketing position I held at *Divine Faith*, I wore many hats, including: implementing and managing the content of the company's website, newsletter, and dual television programs, coordinating speaking opportunities for the Chief Executive Officer, and producing and marketing the many events and conferences which would prove to be instrumental in garnering more recognition for the company in the community and national faith-based industry. With the multi-tasking, interpersonal, and supervisory skills I achieved from this experience, I have been fortunate to work with various clients such as *Dreamweaver Brand Communications*, *Florida State Representative Kionne McGhee*, and *HipRockStar Marketing* to improve effectiveness for their existing communications through content solutions that increased response rate, brand awareness and loyalty, and codified their brand voice across all channels.

Along with my most recent accomplishment of developing and creating the brand voice for the social media pages at Surgeon's Advisor, Interval International, and Tri-Source Pharma as a Public Relations Manager and Digital Content Manager, it is with complete confidence that I present my skills as indicative of the value and return on investment I will bring to your company. My worth is measured by my determination, drive, and desire to meet and establish relationships with others who thrive on the excitement and solutions that structured business inspires.

After you have had an opportunity to review my enclosed resume, I would appreciate the opportunity to discuss with you why I am confident I have the right qualifications and personality to serve you and your clients. I can be reached by phone after 8 a.m. daily and would welcome your call of interest.

Sincerely,

Katrina S. Lee

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Accomplished Public Relations, Digital Marketing, and Content Manager

Career Profile

Offering over 12 years of successful project management, public relations, and digital marketing communications experience combined with a four-year degree. Highly experienced in creating and implementing creative digital marketing campaigns, and simplifying complex data into clear, precise communications. Willing to travel and relocate.

AREAS OF EXPERTISE

- Strategic Planning & Organization
- Press Release Development
- Content Marketing
- Internal Communications
- Social Media Marketing
- Website Development
- Digital Marketing
- Brand Development
- Blog Development
- SEO Strategist

PROFESSIONAL EXPERIENCE

- 05/2016 – present Public Relations & Communications Manager, Tri-Source Pharma**
- Establish relationships with members of the media
 - Generate positive publicity by pitching stories to veterinary media outlets
 - Manage social media marketing platforms for three companies
 - Identify key messages and communicate them to potential alliance partners and investors
 - Manage production of internal and external materials such as press releases, brochures, web copy, newsletters and executive presentations
 - Create internal communication network to ensure staff is apprised of all new developments and achievements within the organization
- 05/2015 – 04/2016 Digital Content Manager, Surgeon's Advisor**
- Manage team of writers and social media coordinator to produce content projects for 50+ clients
 - Streamline content development and organization visibility by developing content calendars for multiple web properties
 - Proofread and fact-check all content (including website content, blogs, social media and press releases) prior to publishing
 - Audit websites to check for clarity, grammatical correctness, and consistency with style to increase clients' traffic, rankings, and leads
 - Research, analyze, and draw conclusions about content based on open and click rates and other indicators

- 07/2008 – 04/2015** **Freelance Digital Marketing Consultant and Public Relations Specialist, KLPR**
Clients: *FL State Rep Kionne McGhee, Wiggins Agency, Dreamweaver Brand Comm*
- Responsible for the development and maintenance of brand standards and strategy. Curate content for digital marketing initiatives – including implementing social media strategies and managing team
 - Drive the brand forward by identifying, managing and executing strategic and tactical initiatives that meet business goals utilizing paid and unpaid channels— including social media strategy, writing and distributing press releases,
 - Lead a team of two entry-level account executives; drive the content strategy and issue guidance on writing, brainstorming, strategic campaigns, etc.
 - Create unique content for use on social media channels: web copy, blog and social media posts, online contests, interactive graphics, videos, etc.
 - Create and maintain monthly web performance with reports and dashboards utilizing Google Analytics and other performance metrics
 - Was the ghostwriter for 200+ page inspirational novel, “Conquering Hope” – to be published Summer 2013
 - **Highlight:** Increased social media engagement and created and distributed press releases to increase visibility which ultimately resulted in August 2012 campaign win for FL State Rep Kionne McGhee
 - **Highlight:** Wrote press release and successfully managed media relations for recent street naming ceremony sponsored by Rep. Kionne McGhee which resulted in articles published and TV coverage
- 08/2013 – 04/2014** **Digital Content Specialist, Interval International**
02/2013- 07/2013 **Senior Copywriter (TEMP), Interval International**
- Create and develop brand voice, content strategy and copy for all social media pages (including Facebook, Google+, LinkedIn, Pinterest, Instagram, and YouTube); created over 100 video scripts for YouTube
 - Create branded images as needed for social media pages using Photoshop CS6
 - Liaise and coordinate with various departments to create/generate SM content for the various platforms; developed corporate presentations
 - Input content in content management system; light HTML coding
 - Assist in developing and implementing SEO strategy
 - **Highlight:** Built Facebook audience to 72,000 real fans in five months
- 11/2006- 10/2007** **Marketing Director, Divine Faith**
- Coordinated and organized special events that included conferences, concerts, and socials to increase membership attendance and community involvement
 - Developed content and production ideas for the company’s television broadcasts that increased viewership both nationally and internationally
 - Managed a small team of 6; oversaw every detail of all written communications, such as press releases, PSAs, radio spots, email blasts, developing presentations, etc.

11/2005- 11/2006

Assistant Account Executive, Cohn-Wolfe (*formerly GCI Group-Atlanta*)

- Raised public awareness through the development and implementation of a strategic communications plan which included developing presentations, maintaining oral communications with internal and external constituents, and coordinating and leveraging special events
- Increased readership and drove traffic to website through the development and production of monthly newsletter
- Increase media coverage through the institution of a media relations program, which included serving as media contact; pitching stories to local and national media, including online services; writing press releases; providing print and broadcast interviews; and developing media materials such as fact sheets, white papers, and press kits

COMPUTER SKILLS

Microsoft Office Suite: Word, Excel, PowerPoint, Outlook, Explorer, Access, Photoshop CS6 (intermediate), MS SharePoint (basic), WordPress, Google Analytics, Google AdWords

EDUCATION

UNIVERSITY OF SOUTHERN MISSISSIPPI
Bachelor of Arts in Public Relations/Marketing—August 2005

PROFESSIONAL REFERENCES

Kionne L. McGhee
Florida State Representative, District 117
4740 Biscayne Boulevard
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