

Katie Rush

EDUCATION

KENT STATE UNIVERSITY

B.S. PUBLIC
RELATIONS
MINOR IN MARKETING
AUG. 2013- DEC. 2016

SKILLS

//PROFESSIONAL

- HOOTSUITE
- SOCIAL MEDIA MARKETING
- BLOG AND CONTENT WRITING
- PRESS RELEASE AND MEDIA ADVISORY WRITING
- INFOGRAPHIC DESIGN
- AP STYLE
- MEDIA MONITORING
- NEW CLIENT RESEARCH
- MEDIA OUTREACH
- BASIC PHOTOGRAPHY SKILLS

//TECHNICAL

- IMOVIE
- BASIC INDESIGN, PHOTOSHOP
- MICROSOFT OFFICE
- BASIC HTML
- WORDPRESS, SQUARESPACE, WIX
- CISION
- SURVEY MONKEY
- ANALYZING NUMERICAL DATA
- COMPILING LARGE DATA REPORTS
- DEVELOPING SWOT ANALYSES

CONTACT

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WORK EXPERIENCE

SALES AND MARKETING MANAGER AT DRIFTWOOD CATERING | JUNE 2017- CURRENT

- ESTABLISHES AND MAINTAINS PROFITABLE RELATIONSHIPS WITH NEW AND EXISTING CLIENTS
 - FACILITATES COORDINATION OF RENTALS AND VENDORS FOR VARIETY OF EVENTS
 - CREATES DETAILED SALES PROPOSALS FOR PROSPECTIVE AND CURRENT CLIENTS
 - DRAFTS AND EXECUTES SOCIAL MEDIA CONTENT TO PROMOTE COMPANY
 - COORDINATES DRIFTWOOD INVOLVEMENT IN NETWORKING EVENTS
- ### ASSISTANT ACCOUNT EXECUTIVE AT AKHIA | JAN. 2017 - JUNE 2017
- COMPILED MONTHLY AND QUARTERLY MARKETING AND MEDIA RELATIONS REPORTS
 - ASSISTED IN THE CREATION AND IMPLEMENTATION OF NEW CAMPAIGNS, STRATEGIES, AND TACTICS FOR CLIENTS
 - CONDUCTED COMPANY AND COMPETITOR RESEARCH
 - COMMUNICATED ACROSS INTERNAL DEPARTMENTS TO MEET THE GOALS AND NEEDS OF CLIENTS
 - COORDINATED EXTERNAL AND INTERNAL MEETINGS BETWEEN DEPARTMENTS AND CLIENTS

ACCOUNT SERVICES INTERN AT AKHIA | AUGUST 2016-DEC. 2016

- ASSISTED WITH INTERNAL AND CLIENT-FACING PROJECTS
- ASSISTED IN CLIENT MEETING PREPARATION, MEDIA KIT DEVELOPMENT AND MARKETING COMMUNICATION PROJECTS
- ASSISTED IN UPDATING AND CREATING MEDIA LISTS
- WROTE FOR THE AKHIA INTERN BLOG, THE MICROBREW

PR/COMMUNICATIONS INTERN AT DESTINATION CLEVELAND | FEB. 2016-JUNE 2016

- DEVELOPED MEDIA MATERIALS INCLUDING NEWS RELEASES AND MEDIA ADVISORIES ON A VARIETY OF TOPICS. RESULTS INCLUDED USE OF CONTENT BY LOCAL ONLINE AND BROADCAST MEDIA.
- RESEARCHED AND WROTE ARTICLES FOR ORGANIZATION WEBSITE
- MAINTAIN AND EDIT TRAVEL ITINERARY CONTENT TO ENSURE ACCURACY AND CONSISTENCY

SCHEDULING MANAGER AT DRIFTWOOD CATERING | AUGUST 2016-DEC. 2016

- COORDINATED SCHEDULE FOR MORE THAN 100 EMPLOYEES
- ASSISTED IN MONITORING SOCIAL MEDIA CHANNELS
- RESPONSIBLE FOR COMMUNICATING IMPORTANT EVENT INFORMATION TO SERVERS FROM TOP LEVEL MANAGEMENT

SOCIAL MEDIA INTERN AT UNCHAINED | SEPT. 2015-DEC. 2015

- CREATED A SOCIAL MEDIA PLAN FOR NON-PROFIT ORGANIZATION FOCUSED ON RAISING AWARENESS FOR HUMAN SEX TRAFFICKING
- CREATED CONTENT CALENDER, DETAILING DAILY SOCIAL MEDIA POST SUGGESTIONS
- UTILIZED HOOTSUITE TO CREATE WEEKLY CONTENT FOR TWITTER ACCOUNT