

KATIE MCKINLEY

MARKETING & COMMUNICATIONS MANAGER

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EDUCATION

Oklahoma State University
Agricultural Communications

Texas Tech University
Agricultural Communications

SKILLS

// PROFESSIONAL

- AP Style
- Email Marketing
- Advertising
- Public Relations
- Digital & Print Marketing
- Copywriting
- Campaign Management
- Brand Management
- Media Relations
- Financial co-op relations
- News & Feature Writing
- Graphic Design
- Website Management
- Strategic Communications
- Social Media

WORK EXPERIENCE

WESTERN EQUIPMENT, LLC

Marketing Specialist | January 2021 – Present

Brand Manager | Event Coordinator | Communications Strategist | Wordsmith

Alongside my team and the marketing director, I work to forward the company mission through advertising, event planning and management, internal and external communications, reputation management, email and web management, and overall digital presence and strategy.

- Oversee content creation such as graphic design, blogs, digital ads, and email campaigns.
- Work with JD Co-op to secure advertising cost reimbursements, optimizing budget efficiency.
- Collaborate with third-party vendors to improve SEO, web presence, and promotional efforts.
- Coordinate event and recruitment efforts and manage promotional item and apparel inventory.
- Mentor others on my team to foster a skill set for content creation and workplace confidence.

ELECTRA HOSPITAL DISTRICT

Director of Communications | October 2019 – November 2020

At EHD, I oversaw all communications within the organization, facilitating public relations, advertising, digital and print marketing for all healthcare businesses and facilities operated by the Hospital District.

- Crafted press releases and articles for local news outlets and monitored media relations.
- Partnered with third-party agencies to create in-depth marketing campaigns.
- Edited and proofread content distributed to the public by all EHD departments.
- Designed digital and print graphics and assisted in overseeing internal communications.
- Outlined social media campaigns, scheduled posts, and managed the company brand.

NUTRIEN AG SOLUTIONS

Social Media & Administrative Coordinator | January 2019 – October 2019

In this position, I worked with my manager to ensure all customer and satellite accounts and bills were in order, and that the office was structured and ran efficiently. I increased total social media performance at the Altus location by 92 percent.

- Carried out administrative tasks like monitoring phones, assisting customers, processing mail.
- Served as accounts payable and receivable, as well as payroll administrator for the branch.
- Oversaw social media and all written communication with Nutrien's audience.

TEXAS TECH UNIVERSITY DEPT. OF AGRICULTURAL EDUCATION & COMMUNICATIONS

Graduate Research Assistant | August 2017 – December 2018

While working towards a master's degree, I assistant taught Adobe InDesign, Illustrator, and Photoshop courses alongside my advisor where I cultivated and encouraged the creative minds of my students. I conducted research and assisted colleagues in their projects.

- Worked within the department while pursuing a master's degree and graduating in 2018.
- Pursued professional certificates while working under my academic adviser.
- Studied academic and technical writing while working on research projects with colleagues.

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SKILLS

// TECHNICAL

- Associated Press Style
- Adobe InDesign
- Adobe Illustrator
- Microsoft Office
- Hootsuite
- Adobe Photoshop
- Adobe Lightroom
- Microsoft Teams
- Microsoft Sharepoint
- WordPress
- Meta Business Suite
- Meta Ads Manager
- SquareSpace
- YouTube
- OneDrive
- Google Adwords
- Klaviyo
- MailChimp
- Microsoft Excel
- Dropbox
- Data Research
- Journalism
- Google My Business
- Monday.com

INTERESTS

- Writing
- Photography
- Music
- Literature
- My Faith
- Classic Cinema
- Oxford Comma
- History
- Marketing & Design
- Typography
- Agriculture

WORK EXPERIENCE (CONTINUED)

TEXAS TECH UNIVERSITY STUDENT HOUSING

Student Marketing Assistant | June 2017 – August 2017

With Student Housing, I worked on marketing campaigns for recruitment and Welcome Week and designed graphics for T-shirts, events, email, and social media. I assisted in photographing events and portraits for departmental staff as well as creating video footage for marketing projects.

- Worked alongside the head designer to create marketing materials for the department.
- Collaborated to create cutting-edge material for social media and recruitment.
- Carried out various administrative tasks and assisted with events as directed by supervisor.

ALTUS CHAMBER OF COMMERCE

Communications Intern | May 2016 – August 2016

During this internship, I produced print materials and graphics for social media, such as multiple community geofilters, flyers, and invitations. I oversaw the website and mobile app and helped establish the creation of a SW Oklahoma tourism guide.

- Partnered with membership director to create materials for citizens and businesses.
- Wrote, designed, and edited content for email campaigns and community projects.

AMERICAN HEART ASSOCIATION

Communications Intern | January 2015 – April 2015

Working remotely alongside the director of communications, this internship provided me with invaluable non-profit and event management experience, as well as developed my budding skills in media and communications.

- Constructed press releases and other written copy for local AHA news and events.
- Monitored social media accounts and supported broadcasting efforts at events.

AWARDS / CERTIFICATIONS

ADVANCED DIGITAL & SOCIAL MEDIA GRADUATE CERTIFICATE

Texas Tech University

HOOTSUITE CERTIFIED

Hootsuite Academy