Katherine Mitchell

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# Objective

Self-taught and dedicated Digital Marketer, with an unfaltering ability to absorb and utilize new digital marketing trends, technologies, and information. Aimed at increasing brand presence and awareness over a variety of channels and platforms for a company that is in-line with my core values of trust and responsibility.

# Education

## Florida State University

### B.A. Marketing Communications

GPA – 3.5, May 2016

# Relevant Coursework

|  |  |
| --- | --- |
| Content Creation and CuratingMobile DevelopmentSocial Media MarketingLead NurturingLead Generation | Market ResearchSocial Media EthicsEmail MarketingSEO – IntermediateSEO - Advanced |

# Skills

Communication

Analytics

Inbound Marketing

Digital Proficiency

# Relevant Experience

### University of California

### Marketing Coordinator, July 2008 – December 2012

Designed, edited and developed key metrics (KPIs), and ROI for web, email, search and social media marketing campaigns.

Collaborated with cross-functional teams on web design, brand awareness, and content quality.

# Professional Experience

## Vanguards Limited

#### *Junior Manager*, Apr 2012 – Jun 2014

Prepared and presented weekly progress reports, algorithm changes, and forecasting analysis for key stakeholders.

Prepared presentation materials, trade shows, customer communications (email and social), and created/executed marketing strategies.

# Honors & Activities

Influencer Marketing Awards, 2009

Global Marketing Day Awards, 2005

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