

KATHERINE A. YOUNKIN

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◆ 570-428-5966

SOCIAL

 [kayounkin](#)

 [Kate Younkin](#)

SKILLS & EXPERTISE

- Event Management and Production
- Project Management
- Comprehensive Marketing and Brand Strategy
- Social Media Content Creation
- Report Template Creation
- Email Coding
- Social Media Analytics and Reporting
- Press Releases
- Web Design
- Web Content Development
- Google Analytics
- Hootsuite
- Growth Marketing
- Campaign Optimization

EDUCATION

Bachelor of Science:
Mass Communication,
Public Relations Emphasis
Mansfield University of
Pennsylvania | Graduation 2014

REFERENCES

Available Upon Request

PROFESSIONAL EXPERIENCE

MARKETING ASSISTANT

NEXTGATE SOLUTIONS, INC. | 2016 - PRESENT

- Produce and execute company's first user group
- Organize and host virtual training sessions for clients
- Update and maintain company's social media platforms
 - Increased overall impressions more than 400% on Twitter in 2016
- Deploy email communication with key informational updates to clients
- Develop and initiate a new marketing guide
- Create fact sheets to be used at trade shows and client meetings
- Initiate sales team on-boarding procedure
 - Consolidate and design new collateral pieces
- Write, edit, and implement new content for company website redesign

MARKETING/COMMUNICATIONS COORDINATOR

INTRADA TECHNOLOGIES | 2015 - 2016

- Organize and execute community outreach and planning for informational classes
- Invent ads for Search Engine Marketing (SEM) campaigns
- Review and update client web content to improve Search Engine Optimization (SEO)
- Generate ideas and provide content calendars for clients social media accounts
- Compose content for internal and client websites, blogs and social media

SPECIAL EVENTS INTERN

CONVENTURES, INC. | 2014

- Collaborate in planning and execution of special events from 10-500+ guests
- Provide market research for lead generation for sales team
- Prepare and distribute direct mail campaigns
 - Including donation requests, tax information, thank you letters, etc.
- Manage tracking spreadsheets with pertinent event information per client

RELATED EXPERIENCE

EVENT COORDINATOR

OUR BACKYARD HOMES | 2018

- Plan Green Day LA 2018
- Organize day-of timeline
- Research and secure partnerships and vendors
- Procure silent auction items
- Create silent auction catalogue