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| Katherine O’Hara | | | |
|  | 11 Conway ST APT 10 | Greenfield, MA 01301 | (413) 461-5902 | mktspv@umass.edu | | |
| **Summary** | | | |
| Outgoing and charismatic Marketing and Public Relations Coordinator with extensive background in online and offline marketing strategies. Exceptional writer and editor who communicates effectively with target audiences through strategic brand management and PR campaigns. Competent team builder and natural leader who thrives in fast-paced environment.  SKILLS   |  |  |  | | --- | --- | --- | | * Drupal | | * Adobe Photoshop | | * Adobe Illustrator | | * Microsoft Word | | * Microsoft PowerPoint | | * Microsoft Publisher | | * Trade Shows | | * Brand Development | | * Multi-Media Marketing | * Strategic Media Placement | | | | | |
| Career History and Accomplishments | | | |
| Marketing and Public Relations Coordinator, UMass Transit Services | | | 8/1/2012 — Present |
| * Re-designed new company website, including logo * Site Manager for Transportation Services Drupal-based website * Created hiring advertisements and public service announcements for UMTS * Fostered relationships with local community by working with organizations such as Big Brothers Big Sisters and Amherst Survival Center * Updated UMTS Twitter and Facebook to inform the public about important notices and changes to routes | | | |
| Vice President, UMass Pride Alliance | | | 5/1/2011 — 5/1/2012 |
| * Developed public awareness of the Queer community and stereotyping through public forums on campus * Organized and implemented events such as Queer Fest, Dance in Red, and Drag Ball * Represented and protected the rights of Queer groups by ensuring university policies and contracts were upheld | | | |
| Corps Member, City Year Columbus | | | 8/1/2007 — 6/1/2008 |
| * Led a grassroots initiative to organize a community outreach event for over 500 people in inner-city Columbus * Mentored and tutored elementary, middle, and high school students * Raised students’ average literacy and math score two full school grade levels | | | |
| EDUCATION | | |
| **University of Massachusetts**   * Bachelor’s Degree in General Studies with a Concentration in Marketing and Public Relations | | | |