

Kathryn Anne Piotrowski

Campus: #301 S, 1715 Chicago Ave, Evanston, IL 60201 | Permanent: 640 Crescent Hills Drive, Lakeland, FL 33813
(863) 660-1868 | katyap@u.northwestern.edu
www.linkedin.com/pub/kathryn-piotrowski/48/895/6b7

EDUCATION

Northwestern University, Evanston, IL: School of Communication

June 2015

Bachelor of Arts in Theatre. Business Minor.

Integrated Marketing Communications Certificate

Cumulative GPA: 3.65/4.00 | Dean's List 3 quarters

EXPERIENCE

Evanston Art Center, Evanston, IL

Jan. 2015 – May 2015

Public Relations Intern

- Drafted press releases for exhibitions and events and solicited companies for Spring Benefit donations.
- Created alumni network on LinkedIn to grow the Center's community connectivity.
- Corresponded with Chicago area news publications to publicize press releases for events and announcements.
- Wrote and edited content for grant applications to achieve funds for the Capital Campaign.
- Publicized events on the Art Center's Facebook to increase awareness and attendance.

Lookingglass Theatre Company, Chicago, IL

June 2014–Dec. 2014

Marketing Intern

- Analyzed and presented audience survey data from over 500 individuals to institute new audience interactions.
- Assisted with the Mad Hatter's Ball, Subscriber Night, and Gala Night to facilitate public relations.
- Organized media mentions about specific productions and implemented mailing distribution.
- Researched potential group sales contacts for upcoming season productions correspondence.
- Led subscriber calling campaign for over 400 contacts and edited subscriber information in Total Info database.
- Assembled press packets and participated in weekly meetings, round tables, and workshops.

Watson Clinic LLP, Lakeland, FL

Marketing Aide/Intern

July 2012–Sept. 2012

- Wrote 8 articles for the Clinic's internal medical newsletter, Watsline. July 2013–Aug. 2013
- Helped organize and write copy for the Mommy & Baby Expo and the Breast Cancer Awareness Luncheon.
- Created scripting for the Bright House Network Medical Minute local TV broadcast segments.
- Drafted copy for various ads, patient education pamphlets, and press releases and updated web content.
- Collaborated with editing team for various publications, including Health Scene & maintained events pages.
- Researched and designed a float for the Clinic's entry in the 2012 (contest winner) & 2013 Christmas Parade.

LEADERSHIP & ACTIVITIES

Northwestern University Study Abroad, Evanston, IL

Study Abroad Peer Advisor

- Represented Northwestern Study Abroad program at fairs, info sessions, and small events for groups of 20.
- Facilitated students through application process and decision-making with private advising sessions.

Selected Northwestern Theatre & Film Productions, Evanston, IL

Art Crew/Grip	<i>Broken Roots</i>	NU Senior Directing	Oct. 2014–Nov. 2014
Set Designer	<i>The Transition of Doodle Pequeño</i> (Home & Traveling)	Purple Crayon Players	Jan. 2014–May 2014
Set Designer	<i>Mee-OW Improv and Sketch Show</i>	Arts Alliance	Jan. 2013–Feb. 2013
Set Designer	<i>Monica, 1998</i>	Vertigo	Sept. 2012–Nov. 2012

SKILLS

Technical: Proficient in Microsoft Office Suite, Social Media (Twitter, Facebook, LinkedIn, & Tumblr), Graphic Design Experience in Adobe Photoshop and Pixelmator, Radian6

Language: Conversational French

Other: Proficient writer, editor, and public speaker; Basic Construction & Scenic Painting Experience