### Catherine G. Divis

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### Highlights of Qualifications

- Creative marketing professional with experience promoting events and services for both private and non-profit sectors
- Ability to manage multiple projects and meet deadlines efficiently
- Exceptional written communication skills; experience writing and disseminating media releases to promote events, services and products
- Proficient in MS Office, MS Publisher, MS PowerPoint, MS Excel, Outlook Express, Adobe Photoshop and Adobe InDesign
- Experience with conducting market research including designing and executing surveys, and analyzing results to develop a
  marketing strategies
- · Demonstrated ability to develop and implement product and service campaigns, with strong attention to detail
- Demonstrated ability to mediate conflicts and develop innovative solutions to accommodate stakeholders needs
- Excellent interpersonal skills; proven ability to create and sustain customer relationships that result in ongoing patronage

# Work Experience

# Communications Specialist I

March 2012-Present

Oklahoma State University - Oklahoma City, Oklahoma City, OK

- Assist the Sr. Director of Marketing & Communications in all marketing, public relations, advertising, media buying, media relations and research
- Media coordinator direct media, track deadlines, budgets and ad content creation
- · Assist with annual marketing and media planning and higher education research
- Budget and purchasing control for the marketing & communications department and other departments on campus
- Develop marketing plans for high profile community outreach and campus events
- · Work collectively with other departments to achieve marketing goals for individual departments and the campus as a whole
- Manage multiple projects for various departments simultaneously
- Proof and Edit various types of media including, newsletters, catalogs, postcards/flyers, digital media, print ads, radio, television, billboards and other forms of media
- Lead campus photographer and coordinator

Marketing Assistant July 2007-December 2011

City State Bank, Marion, IA

- Consulted with Board of Directors to develop strategic marketing plans to re-engage customers and attract new customer relationships
- Responsible for creating and displaying targeted marketing messages promoting financial products
- Created media releases and coordinated mail distribution for promotional brochures and other advertising
- Responsible for developing and completing risk assessments for new products and services
- Overseeing the implementation of marketing campaigns for various specials, products and services

Marketing Intern January 2007-June 2007

Waypoint Services, Cedar Rapids, IA

- Experience with media relations, on-line marketing, public speaking, design and printing processes, fund-raising initiatives, and community awareness efforts and promotions
- · Communicated regularly with members of the Board of Directors, administration and other Waypoint Services stakeholders
- Coordinated all donations for Waypoint's Midsummer Night's Dream fund raising event, resulting in 114 donations, raising over \$50,000 for nonprofit programs

#### Education

Bachelor of Business Administration degree in Marketing; Finance and Psychology Minors, 2007 Mount Mercy University, Cedar Rapids, Iowa