

Kate Stoneburner  
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## **Education**

Bachelor of Arts, Strategic Communication and Professional Writing  
Miami University, Oxford, OH | May 2017 | GPA 3.9/4.0 | Phi Beta Kappa  
Dean's List, President's List

## **Professional Experience**

### **Campbell University, Buies Creek, NC**

Social Media Coordinator & Content Creator | Mar 2018 – present

- Utilize writing and photography skills to construct webpages, publish quarterly magazines, promote departmental events and support fundraising projects
- Oversee social media strategy and content creation across Facebook, Instagram, Snapchat, LinkedIn and Twitter
- Project-manage content initiatives, providing videography and photography support to University departments for use in marketing materials

### **Raleigh Marketing Consultants, Raleigh, NC**

Corporate Trainer | May 2017 – Mar 2018

- Consulted with local businesses to drive revenue for a Fortune 500 client, consistently exceeding quotas and utilizing essential business-to-business marketing skills
- Authored blog posts and created social media content while improving SEO and fine-tuning brand optimization
- Trained account managers to generate leads, create personal relationships with customers and manage their time and territory effectively
- Conducted interviews and evaluated recruits for hire to grow a startup company

### **RISE Coalition, Cincinnati, OH**

Public Relations Team | Jan 2017 – May 2017

- Developed a comprehensive PR strategy to raise awareness of the Cincinnati-based nonprofit and increase their donations by 30% over one year
- Produced copy for print, TV and radio advertisements and edited client deliverables
- Utilized social media tactics and SEO to engage a base of supporters and increase web traffic to donation landing page by 30%

## **Leadership Experience**

Young Professionals coordinator, Vintage Church | 2017 – present

Member, North Carolina Master Chorale | 2017 – present

President, Miami University TrebleMakers A Cappella | 2016 - 2017

College ambassador, Miami University | 2014 – 2017

## **Skills and Awards**

Gold & Bronze CASE Award winner (District III)

AdWords, Google Analytics, Hootsuite, Facebook Blueprint and WordPress Academy certified

Basic HTML/CSS coding proficient