

KATHARINE BANKS

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PROFESSIONAL EXPERIENCE

DonorPath – Chicago, IL

Marketing and Design Coordinator

Oct. 2014-Present

- Design and create landing pages for new company initiatives. Redesign portions of the marketing website to ensure a cohesive brand experience.
- Conceptualize and develop logos, infographics, and sales/marketing materials as needed.
- Ideate and manage content for all social media accounts including the DonorPath blog.

OMD – Chicago, IL

Strategist - PetSmart

May 2014-Oct. 2014

- Managed campaigns from briefing process to post-campaign reports with all internal buying teams.
- Ran, analyzed, and presented competitive reporting to determine client standing in the marketplace.
- Guided Assistant Strategist through fundamentals of media planning process and checked work for accuracy.

Assistant Strategist - Illinois Lottery

Jan. 2013-Apr. 2014

- Worked closely with Strategist and Supervisor to provide strategic campaign recommendations. This included providing tactical alternatives based on client needs.
- Conducted in-depth analyses of consumer insights, purchasing behavior, and market landscape.
- Prepared and tracked all purchase authorizations and media expenditures to ensure agency and client budget compliance.

Tribune Media Group: WGN-TV – Chicago, IL

Marketing and Promotions Intern

July 2012-Dec. 2012

- Drafted and distributed press releases, developed official contest rules, and maintained winner and promotional lists.
- Created and scheduled text alerts and online entry form widgets for upcoming promotions.
- Produced ads for WGNtv.com as needed for sales partnerships.

SOFTWARE PROFICIENCY



Adobe Photoshop



Adobe Illustrator



Microsoft Office Suite



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EDUCATION

DePaul University – Chicago, IL

Master of Science in Human-Computer Interaction

Current GPA: 4.0/4.0

Sept. 2014-Aug. 2016 (Expected)

University of Chicago – Chicago, IL

Integrated Marketing Certificate

Jan. 2014-Feb. 2015

Indiana University – Bloomington, IN

Bachelor of Arts in Telecommunications

Aug. 2009-Dec. 2012

- Concentrations: Design & Production/Industry & Management
- Minor: Marketing

Major GPA: 3.5/4.0; Cumulative GPA: 3.3/4.0