

# KATHARINE BANKS

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## PROFESSIONAL EXPERIENCE

### DonorPath – Chicago, IL

*Marketing and Design Contractor*

Oct. 2014-Present

- Conceptualize and develop logos, infographics, and sales/marketing materials as needed.
- Assist in design and creation of landing pages using online application Unbounce.
- 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.
- Acted as initial touchpoint for outside sales representatives, creative agency partners, and members of the client team.

### 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.
- Clipped media segments featured on WGN-TV for sponsor proof-of-posting and other station purposes.

## SOFTWARE PROFICIENCY



Adobe Photoshop



Adobe Illustrator



Microsoft Office Suite



Axure RP 7

## EDUCATION

### DePaul University – Chicago, IL

Master of Science in Human-Computer Interaction  
Current GPA: 4.0/4.0

Sept. 2014-Nov. 2016 (Expected)

### University of Chicago – Chicago, IL

Integrated Marketing Certificate

Jan. 2014-Feb. 2015 (Expected)

### 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