

# KAITLYN MOHR

## EXPERIENCE

### GENERAL ASSEMBLY - WEB DEVELOPER IMMERSIVE FULL STACK WEB DEVELOPER 01.2017 - 04.2017

- General Assembly's Web Development Immersive (WDI) is a 12-week long training program dedicated to prepare students to think like engineers and approach problems creatively in order to build the next generation of web applications.

### REED EXHIBITIONS

SENIOR MARKETING ASSOCIATE 02.2016 - 01.2017

MARKETING ASSOCIATE 08.2014 - 01.2016

DIGITAL MARKETING INTERN 05.2013 - 08.2013

- Executed large scale email campaigns including copy-writing, HTML development, deployment and tracking. As well as suggested enhancements based on results, best practices and/or experiences with other events.
- Tracked and analyzed all aspects of marketing campaign, offering new strategies and ideas for improvement.
- Designed print marketing materials such as ads, brochures, direct mail pieces, & invitations. Coordinated the production and mailing of direct mail pieces with outside vendors.
- Organized conference programs and events including speaker outreach, sponsorships, AV, vendors, budgeting & staffing.
- Established and maintained relationships with industry partners while fulfilling all trade/barter contract components such as ad placements, booth space, publication bins, newsletter sponsorships & web ads
- Collaborated closely with sales teams to create/update sales sheets and coordinated all on-site collateral.
- Assisted with the execution of press releases & on-site media coverage.
- Planned content development and execution of social media strategies.
- Managed independently my own schedule and coordinated schedules with other support teams to meet project deadlines.
- Trained and supported MAIs on tactical execution of projects.

### AFLAC

MARKETING AND SALES INTERN 01.2014 - 05.2014

- Learned and implemented sales techniques.
- Trained on how to interact with different level of consumers.
- Within the first month, won the "Director's Breakfast" award.

### PROGRAM BOARD (CATHOLIC UNIVERSITY)

SENIOR WEEK CHAIR 08.2013 - 05.2014

VICE PRESIDENT 01.2012 - 08.2013

SOPHOMORE CHAIR 08.2011 - 12.2011

FRESHMAN CHAIR 08.2010 - 08.2011

- Elected by the Class of 2014 to be their representative.
- Spearheaded and organized events for the class of 2014 & planned school wide events.
- Promoted to Vice President at the beginning of my second semester sophomore year.
- Implemented restructure of organization, increased executive board from 12 to 30 members.
- Supervised 20 programmers & 6 assistants responsible for planning & marketing of over 200 events.
- Represented Program Board (2 years) - National Association of Campus Activities Conference.
- Appointed Head Programmer for our largest event (Spring 2012).
- Plan Senior Week for the class of 2014 which will consist of five large events for over 500 students.

## SKILLS

HTML  
CSS  
JAVASCRIPT  
JQUERY  
AJAX  
NODE (NODE.JS) & EXPRESS  
SQL  
RUBY & RUBY ON RAILS  
REACT  
GITHUB & HEROKU  
EXACT TARGET  
ADOBE DREAMWEAVER  
ADOBE INDESIGN  
ADOBE PHOTOSHOP  
ADOBE ILLUSTRATOR  
SALESFORCE  
COMPUSYSTEMS  
WORDPRESS  
NOVA  
MICROSOFT OFFICE SUITE  
SOCIAL MEDIA  
PUBLIC SPEAKING

## AWARDS

### MARKETING TEAM OF THE YEAR

2014 - "For outstanding performance and lasting contribution on the G2E, BEA, and BookCon teams."

2016 - "For outstanding performance and lasting contribution on the PGA team."

### ABOVE AND BEYOND AWARD

"For going beyond the boundaries of your daily responsibilities to collaborate, assist, and help the overall Marketing community."

### STAR OF THE SHOW

HONORABLE MENTION

2016 PGA Merchandise Show

## EDUCATION

### THE CATHOLIC UNIVERSITY OF AMERICA

BACHELOR OF SCIENCE  
BUSINESS MARKETING

### GENERAL ASSEMBLY

WEB DEVELOPMENT IMMERSIVE

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## CONTACT