

KATIE ARNELL

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SKILLS & ATTRIBUTES

- Strong interpersonal skills and works well with others
- Motivated to understand people and engage with customers on digital platforms
- Attentive to detail, particularly in oral communication, grammar, and written content
- A creative thinker who enjoys presenting ideas in new, innovative ways
- Interest in social media marketing/marketing analytics
- Enthusiasm for finding marketing insights to increase business growth
- Knowledge of HTML and CSS

RELEVANT WORK HISTORY

January 2017 – April 2017 Innovation Simple

Social Media/Digital Marketing Internship

- Research and improve SEO for multiple clients
- Conduct keyword market research to better adapt content to user needs and desires
- Run website SEO analytics and edit errors to improve digital presence, including editing content, HTML, and metadata
- Extensive use of Wordpress and Facebook Business Manager
- Provide new, relevant content for client websites and blogs
- Use social media research results to identify how to best improve marketing tactics
- Work for clients in areas including marketing software, storage facilities, counseling services, landscape products company, moving company, and marketing analytics

May 2016 – August 2016 Brigham Young University

National Scholarship Office Graphic Designer

- Design and produce posters, flyers, and booklets
- Research scholarships and create spreadsheets of reliable information

EDUCATION

Apr 2017 Brigham Young University Provo, UT

- BA in Communications: Advertising Emphasis (Account Management)
- 3.86 GPA
- Relevant Advertising courses: Market Media Planning, Account Planning Management, Advertising Research, Media Effects, Creative Concepts, Marketing Management; Current – Strategic Ad Campaigns

COMMUNICATIONS/ADVERTISING EXPERIENCE

Other Advertising Areas of Experience:

- Current Work – Account Planning – *Ralph Lauren Polo Red/Blue*
- Account Planning - *Marriott Rewards with Thomas.Arts*
- Media Planning – *Jamba Juice Mock Campaign*