

KATELYN DONOHUE

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EDUCATION

Master's in Business Administration, Liberty University, Lynchburg, VA.

March 2025

- GPA: 3.97 Graduate with High Distinction

BS in Business Administration, Liberty University, Lynchburg, VA.

May 2023

- **Specialization: Digital Marketing and Advertising**
- **Minor: Graphic Design**
- GPA: 3.86 Highest Honors: Dean's List (All Semesters)
- **Organizations:** Women in Business, American Marketing Association, Club Field Hockey, Photography Club, Graphic Design/ Fine Arts Organization

MARKETING EXPERIENCE

Marketing Manager, Beatty Lumber Company, Upper Darby, PA.

May 2021-Aug 2024

- Increased social media presence and improved follower growth rate by 39.2% for this small business by using Instagram and Facebook platforms
- Ran social media, blog postings, captions, visuals, and wrote content using Instagram and Facebook to promote company to an online audience and adapted to the most recent trends to stay relevant and connect with consumers
- Tracked KPI's using analytics to measure the success of social media campaigns to improve metrics
- Designed newsletters, social media posts, merchandise design, and logos using Adobe Photoshop, Lightroom, Canva and MS Word to engage online customers
- Managed 100th year anniversary celebration by coordinating vendors and designing signage, merchandise, and branded materials for their event with 200 people in attendance

Marketing Intern, Dakota, Philadelphia, PA.

Jun 2022-Aug 2022

- Worked with a team to manage daily marketing tasks
- Formatted daily notes to include in a mass email send
- Worked closely with the data team to verify information in the Dakota marketplace database
- Collaborated with the marketing team to produce collateral for their number one lead generator weekly webinar
- Delivered impactful and on-brand execution of all initiatives and campaigns

Academic Integration and Research Intern, Liberty University, Lynchburg, VA.

Sept 2021-May 2022- Marketing Assistant

Sept 2022-May 2023- Marketing Team Lead

- Led marketing efforts for Liberty University's Beach Volleyball team and assisted with the Rowing team's Instagram, developing content strategies and scheduling posts to increase engagement and expand audience reach
- Created posts and stories, designed graphics, wrote captions, took pictures, and shot videos to increase awareness for the team
- Led digital marketing campaign resulting in record fundraising for Liberty Giving day for the beach volleyball team via their various social media platforms
- Collaborated with a team to brainstorm creative content and foster a productive teamwork environment
- Assumed leadership role and delegated tasks to help the team stay on track and meet deadlines

Marketing Vice President, Junior Achievement, Newtown Square, PA.

Jan 2016-May 2020

- Managed and led a team of students to design a marketing strategy for a startup company through running social media, creating packaging, logos, annual reports, metrics, and printed materials

Design Intern, Middletown Presbyterian Church, Media, PA.

Jan 2019-May 2019

- Led a rebranding initiative to engage more individuals in the community and increase awareness
- Redesigned the children's ministry branding and physical space to create a more inviting environment

LEADERSHIP EXPERIENCE

Graduate Student Assistant, Liberty University, Lynchburg, VA.

Aug 2023-May 2025

- Worked alongside professors and other GSAs to cultivate an excellent environment for students to learn
- Graded assignments, taught classes, responded to students, monitored attendance, managed MS teams channels, and proctored exams

- Classes Covered: Principles of Marketing, Human Resource Management, Organizational Behavior and Management, Legal and Ethical Concepts for Decision Makers, Organizational Ethics, Introduction to Business

SKILLS

- Adobe Creative Cloud
 - InDesign
 - Illustrator
 - Photoshop
 - Lightroom
- MS Office Suite
- Canva
- Pardot
- Salesforce
- Filming and video editing
- Photography and photo editing
- Social media content creation
- Branding
- Event planning

CERTIFICATIONS/ AWARDS

- HubSpot certifications issued January 2022
 - Social Media Marketing
 - Digital Advertising
 - Content Marketing
- Presidential Service Award for accumulating more than 100 hours of volunteer experience for community projects
- Daughters of the American Revolution Award for community service, leadership, and patriotism
- George Hussmann Award for athlete of the year for leadership, character, and performance