

KATHERINE MONE

PROFILE

A recent graduate from an accelerated degree program at Quinnipiac University with a Master of Science Degree in Interactive Media & Communications, along with a Bachelor of Arts Degree in Media Studies/Communications and a Marketing Minor. Demonstrates strong work ethic, leadership, creativity skills, and artistic abilities. Ability to work well both independently and on a team. In-depth knowledge of Spanish.

Relevant Coursework: Media Industries & Trends, Media, History & Memory, Media & Society, Visual Design, Media Career Development, Principles of Advertising, Social Media: Digital Age, Marketing Principles, Media Research Methods, Communications Law & Policy, Principles of Public Relations, Photography I, Public Speaking, Consumer Behavior, Marketing Research, Diversity in Media, Internet Marketing, Advertising, Media Critics & Influencers, Advanced Spanish I, Writing for Strategic Communications, Integrated Mktg. Communication, Communication Technologies, Media Trend Forecasting, Writing Interactive Media, Content Creation, Social Media Practice, Social Media Analytics, Content Strategy, Audio & Video Design, Understanding Your Audience, Social Media for Public Good

CONTACT

PHONE:
(203) 233-7304

EMAIL:
katiem0718@gmail.com

LinkedIn: [linkedin.com/in/katherine-mone](https://www.linkedin.com/in/katherine-mone)

EXTRACURRICULAR ACTIVITIES

Quinnipiac Ad Club
Quinnipiac Irish Club
Q30 Marketing Committee

PROFICIENCIES

Facebook, Instagram, Twitter, Snapchat, TikTok, Canva, Creative writing, Google Workspace, Amazon Sponsored Ads, Hootsuite, Google Analytics, Asana, Adobe Audition, Adobe Premiere Pro, Walmart Advertising

COLLEGE & GRADUATE AWARDS

Graduate with Honors – Magna Cum Laude
Dean's Scholarship
Quinnipiac Grant Award
Lambda Pi Eta – Communications Honor Society
Dean's List – Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022

EDUCATION

Quinnipiac University (Graduate School)

MS in Interactive Media & Communications – May 2023
GPA: 3.927

Quinnipiac University

BA in Communications (Media Studies) and Marketing – May 2022
Accelerated Degree Program 3+1
GPA: 3.853

RELEVANT EXPERIENCE

SCS Direct – Trumbull, CT

Social & Digital Marketing Assistant

March 2022-present

- Create and monitor online ads for in-house and outside brands in the U.S., U.K., Japan, and areas of Europe
- Produce eye-catching content & valuable copy for social media posts
- Generate and analyze ad campaigns for Amazon, Walmart, & Target
- Design content and layouts of online stores for various brands

The Vow Whisperer – Remote

Digital Marketing Intern

September 2021-December 2021

- Manage brand social profiles ([Instagram](#), [Facebook](#), [TikTok](#), Pinterest)
- Create visually pleasing content and captions that fit brand image
- Engage and interact with wedding vendors and potential clients

Quinnipiac University – Development & Alumni Affairs – Hamden, CT

Student Ambassador

September 2019-May 2021

- Reach out directly to Quinnipiac alumni and parents to engage in conversation about current school-related activities and events
- Encourage alumni and parents to donate to the school

Hooked & Company (formerly Sandvik Publishing) – Danbury, CT

Digital Marketing Intern

May 2019-June 2019

- Assist in managing social media pages
- Record and edit videos and creative content for social media posts
- Create and manage social content calendar of events
- Research and contact social media influencers who could serve as potential customers or partners

OTHER WORK EXPERIENCE

Green Chimneys – Brewster, NY

Teaching Assistant (seasonal)

June 2019-January 2022

- Engage with children ages 3-7 while always ensuring their safety
- Organize and guide activities for outdoor play, swimming, arts & crafts, on-campus farm & wildlife centers

Stew Leonard's – Danbury, CT

Cashier (seasonal)

December 2020-January 2021

- Handle store payments in checkout while pleasantly interacting with & assisting customers
- Maintain a positive attitude & enthusiasm to help shoppers & colleagues