

# KATHERINE MONE

## PROFILE

An accelerated program graduate from 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](mailto:katiem0718@gmail.com)

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

**Portfolio:** [katiemone.com](http://katiemone.com)

## EXTRACURRICULAR ACTIVITIES

Quinnipiac Ad Club  
Quinnipiac Irish Club  
Q30 Marketing Committee

## PROFICIENCIES

Facebook, Instagram, Twitter, TikTok, Canva, HubSpot, Creative writing, Google Workspace, Microsoft Excel, Amazon Sponsored Ads, Hootsuite, Google Analytics, Asana, Adobe Suite, Walmart Advertising, Target Advertising

## COLLEGE & GRADUATE AWARDS

**Graduate with Honors** – *Magna Cum Laude*  
**Dean's List**

**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 WORK EXPERIENCE

### SCS Direct – Shelton, CT

#### **Social & Digital Marketing Specialist**

March 2022-present

- Create and monitor Sponsored Ads for in-house and outside brands in the U.S., Mexico, U.K., Japan, & areas of Europe
- Produce eye-catching content & valuable copy for social media Posts on TikTok, Instagram, Facebook
- Generate, strategize, and analyze ad campaigns for Amazon, Walmart, & Target marketplaces
- Design content and layouts of Amazon storefront pages for numerous brands within the company
- Collaborate with Brand Team to optimize product listings to stand out from competitors thus improving ad campaigns

### 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 – 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