

LAUREN KATTY

COMMUNICATIONS | MEDIA RELATIONS | PROMOTIONAL EVENTS



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EXPERTISE

- Public Awareness
- Digital Internet Marketing
- Branding & Identity
- Client Relations

SKILLS

- English, Spanish
- Extensive International Experience
- Web Programming
- Network

SUMMARY

Dedicated Public Relations and Communications Professional highly skilled in Interpersonal communications, organization and event planning to generate awareness of company brand and promotions. Knowledgeable in the use of social media marketing to increase publicity on sites include Facebook, Twitter, LinkedIn and Google+. Creative and strategic thinker with a solid ability in developing innovative strategies to generate new business leading to increased revenue and profitability.

WORK EXPERIENCE

2013 - 2016 Intern

PHEAR CREATIVE

- Staffed and attended media event promoting Javeloy whiskey
- Conducted competitive analysis research
- Monitored competitors' social media platform
- Supported film team in preparation for interview

2012 - 2013 Group Member

SOCIAL MEDIA PLAN | DIGITAL INTERNET MARKETING

- Assigned corporate clients for final project in Social Media
- Met with the Board President of Groove with Me, Inc
- Promoted a fundraising project

EDUCATION

2014 - 2016 Master of Science, Public Relations

Harvard University

2010 - 2014 Bachelor of Arts, Communications

University of London