

KatelynFish

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EDUCATION

- The University of Georgia, Athens, GA** May 2012
Bachelor of Arts in Advertising and Bachelor of Science in Psychology
HOPE Scholarship Recipient; Georgia Charter Scholarship Recipient
- UGA Study Abroad in the South Pacific, Christchurch, New Zealand** May 2010

COMMUNICATION EXPERIENCE

- JWA Integrated Communication Services, Freelance Intern** February 2012-Present
- Research industry trends, write press releases and update current website and social media

- Public Relations Student Society of America, Digital Media Director, Athens, GA** September 2011-Present
- Design and update the website weekly, including blogging, in order to provide members with the most up-to-date information
 - Contribute on a team of eight Executive Board members
 - Oversee the social media committee

- ADPR Connection, Co-Director, Athens, GA** June -November 2011
- Orchestrated a professional event including a luncheon, workshops, a career fair and post-event mixer for Advertising and Public Relations students to network with industry professionals
 - Recruited 89 Advertising and public relations professionals, from 63 different companies to participate on panels and a career fair
 - Generated high-attendance with 464 students representing 16 different majors
 - Managed and delegated tasks to four sub-committees
 - Maintained and allocated a \$5,000 budget between all co-directors and committees

- Atlanta Convention and Visitors Bureau, Intern, Atlanta, GA** May-August 2011
- Identified media clips concerning the ACVB, Atlanta and the hospitality industry as well as communicated important industry news to the ACVB staff daily
 - Handled press inquiries from local, regional and national media
 - Conducted research on Atlanta's green initiatives to develop talking points on the subject
 - Created a press kit for the City of East Point, with information about their partnership with the ACVB
 - Drafted press releases, media alerts, promotional copy and other pieces of collateral for the ACVB

- Epting Events, Intern, Athens, GA** August-December 2010
- Operated the Caterase system for inputting events and menus
 - Designed menus for client events

- Alpha Gamma Delta- Philanthropy Coordinator, Athens, GA** November 2009-November 2010
- Organized a Spring Bar-B-Que, raising \$4,000
 - Planned a benefit concert, featuring country artist Love & Theft, in October 2010 with a \$12,000 budget
 - Created fundraisers, specifically with Mixed Bag Designs, raising over \$5,000 for our Foundation

- Creative Consultants, Girls Get Real, Assistant Account Executive, Athens, GA** September 2010-April 2010
- Earned the Assistant Account Executive of the Year Award for the organization, Creative Consultants
 - Researched trends in the industry such as websites, blogs and use of social media
 - Planned and successfully mediated a focus group for 10 women in order to find insight on today's college females ages 18-25
 - Remodeled the current website- structural design, as well as copy-writing
 - Placed in the Top 3 out of 20 teams for excellence and achievement both Fall and Spring semesters

COMMUNITY INVOLVEMENT

- Guide Dog Foundation, Trainer/Puppy Walker, Athens, GA** August 2010-June 2011
- UGA HEROs, Team Leader, Athens, GA** March-December 2010
- Corporate Relations Committee** January-December 2009
- Earned the Team member of the Year award
- Member** August 2008-May 2011