

Katie Kurylo

Email: Katie.Kurylo@gmail.com

Site: www.KatieKurylo.com

EXPERIENCE AND KNOWLEDGE

- Excellent communication skills; can handle multiple inquiries and impart vital information.
- Experience with composing email marketing campaigns, press releases and web content.
- Proven capabilities with various forms of media including social media, photography, brochure and newsletter design to promote projects and events.
- Ability to lay out and design both print media and web content.

COMPUTER SKILLS

- Microsoft Office
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- HTML and CSS
- Adobe Premier
- Content Management Systems
- Wordpress

PROFESSIONAL EXPERIENCE

Goodwill of Southwestern Pennsylvania
Digital Marketing Specialist

Pittsburgh, PA
(2/2016-Present)

- Plan and execute social media advertisements for both human service and retail recruiting efforts
- Compile detailed analytics on social media channels and offer insights on how to improve ROI
- Work with website development team to grow web presence and implement proper security measures
- Provide event photography
- Manage local social media influencers to increase retail sales

Animal Friends
Communications Coordinator

Pittsburgh, PA
(02/2012-2/2016)

- Editor-in-chief of *Petsburgh Press*, a bi-monthly newsletter
- Designed and wrote web content and performed website updates
- Fulfilled graphic design needs and designed social media campaigns
- Wrote and planned email campaigns and donation asks
- Researched and implemented plan to make website mobile friendly

U.S Department of Treasury - Internal Revenue Service
Telephone Contact Representative

Pittsburgh, PA
(10/2010-02/2012)

- Conducted appropriate research in a timely and courteous manner
- Assisted taxpayers with technical questions, ordered forms and publications
- Negotiated payment plans for owed back taxes

EDUCATION

Slippery Rock University of Pennsylvania
Bachelor of Science in Communication

Slippery Rock, PA
(09/2006-12/2009)

- Graduated Magna Cum Laude; Honors Program