



# KATIE WOOD

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## SKILLS

Writing Press Releases, Media Alerts, and PSA scripts | Creating marketing materials in Adobe InDesign, Illustrator, Photoshop, and Acrobat Pro | HTML | WordPress | Constant Contact | Eventbrite | Attentive to detail | Planning ahead

## EDUCATION

**COLUMBUS STATE UNIVERSITY | Graphic Design Certification | July 2018**

**AUBURN UNIVERSITY | Bachelor of Arts in Public Relations, minor in German | May 2016**

**AMERIKA INSTITUT | Vienna, Austria | German coursework | June 2014 - July 2014**

## EXPERIENCE

### **UNITED WAY OF THE CHATTAHOOCHEE VALLEY**

**Communications Associate | May 2016 - October 2019**

**GRAPHIC DESIGN:** Developed original designs/layouts for print and web content, including the Annual Report/Leadership Book, brochures, manuals, note cards, postcards, posters, certificates, fliers, invitations, web pages and social media. | Ordered print materials from local vendors.

**PUBLIC RELATIONS:** Wrote and distributed press releases and media alerts. | Developed and maintained excellent relationships with local media outlets, including newspapers, magazines, news and radio stations. | Scheduled media appearances for United Way's President & CEO and other staff members as needed. | Wrote PSA scripts for radio.

**COMMUNICATIONS:** Created content for and posted to the organization's social media accounts, scheduled posts, and exported analytics. | Updated the organization's website through WordPress. | Wrote and published Success Stories about clients of United Way Community Partner Agencies for United Way's blog. | Scheduled, conducted, filmed, edited, and published interviews of clients who had benefited from the services of United Way Community Partner Agencies.

### **AUBURN ALUMNI ASSOCIATION**

**Office of Alumni Affairs Intern | January 2016 - April 2016**

**GRAPHIC DESIGN:** Designed graphics for Mac 'n' Cheese Festival fundraiser.

**EVENT PLANNING:** Assisted with recruitment of food donors for Class of 2016 Send-Off event and researched prospective food donors for Mac 'n' Cheese Festival fundraiser.

**COMMUNICATIONS:** Managed WEGL alumni contact information with Microsoft Excel. | Created donor and volunteer contact lists. | Responded to member inquiries via Microsoft Outlook. | Promoted association events through personal social media accounts via friend invites and shared posts.