

Katie Husted

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Education

Advertising & Public Relations B.S., May 2017

Rochester Institute of Technology

GPA: 3.5, Deans list: Fall 2016

Studies in Business and Finance, 2015

Monroe Community College

GPA: 3.65

Studies in Media Management, 2012 – 2014

State University of New York at Fredonia

GPA: 3.4, Deans list: 2 consecutive semesters

Experience

Service Specialist, Escalation Manager

Sutherland Global Services, April 2015 – Feb 2017

- Resolved customer technical and billing issues over the phone
- Took outbound and inbound calls to and from current customers
- Received promotion to handle escalated issues and irate customers

Customer Service

- Worked in multiple customer service settings including food service, waitressing and on the phones

Design

- Designed a variety of magazine layouts, websites and advertisements on multiple platforms including video, billboard, social media, and online
- Created logos and brand images for marketing plans, in groups as well as completed solo marketing campaigns

Communication

- Worked directly with customers to solve issues while empathizing and using probing questions
- Wrote and presented several speeches, press releases, newsletters and media plans

Marketing

- Assisted with advertising work for a start-up e-commerce business
- Ran and evaluated advertisements using Facebook Ads, Google AdWords and by email campaigns
- Maintained multiple social media sites, including Twitter, Facebook, Instagram and Pinterest

Technical Skills

- Microsoft Word, Outlook, PowerPoint, Excel
- Adobe Illustrator, Photoshop, InDesign
- Facebook Ads Manager
- Google AdWords, Analytics
- Clarify CRM
- E-commerce platforms, Shopify, Ebay, Amazon, Pinterest
- Social Media Management, Twitter, Facebook, Instagram

Professional Objective

- To build a long-term career in the marketing field with opportunities to grow and develop my skills
- To be able to use my educational achievements and practical experiences to solve problems in an effective and creative manner
- To join a company that can use my qualifications to accomplish its goals, in a positive and motivating atmosphere

Professional Skills

- Patience
- Commitment
- Team Player
- Creativity
- Organization
- Leadership