

Katharine E. Miller

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STRENGTHS

- Professional, Effective Communicator
 - Proficient in Microsoft Office and Social Media
 - Highly Resourceful and Organized
 - Efficient and Effective Researcher, Networker, Problem Solver and Multi-Tasker
 - Trained and Experienced in Brand Management, Promotion and Consulting
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EDUCATION

Marquette University—Milwaukee, WI

Bachelor of Arts: Corporate Communication (major)

Marketing & Writing-Intensive English (minors)

Class of 2014

Cumulative GPA: 3.2 / 4.0

Major GPA: 3.5 / 4.0

EXPERIENCE

Development Intern

January 2014 – Present

Discovery World

- Work closely with members of the Development Department
- Assist with filing and record-keeping
- Participate in donor-sponsored event planning, specifically Discovery World's Annual Gala
- Research and contribute to the preparation and compilation of grants, as well as funding opportunities
- Contribute to donor communication efforts and assist in database management

Public Relations Intern

August 2013 – December 2013

Primum Marketing Communications Agency

- Research organizations and industry trends
- Compile and update media lists and industry-specific media kits
- Conduct research and compile information for editorial calendars and award lists for clients
- Draft and edit news releases, media alerts, bylined articles, and newsletter content
- Distribute pitch and execute follow-up calls to external media sources regarding news releases
- Submit new hire releases to local and trade publications
- Organize and file media library on company's internal server
- Track media hits and help compile monthly client reports
- Assist team members with other client, business development and management projects

Corporate Communication Intern

January 2013 – August 2013

Brady Corporation

- Responsible for creating news articles and releases for employee intranet website (InsideBrady)
- Assisted with the testing and successful launch of the new InsideBrady in May 2013; assigned global content manager
- Contact employees worldwide regarding story opportunities
- Worked closely with the Director of Corporate Relations and Employee Communication Specialist
- Aided with the design formation and launch of Brady's 2012 Sustainability Report
- Contribute to the implementation of internal and external corporate communications at both the local and global level

Communication Intern

September 2012 – December 2012

Marquette University Office of Marketing and Communication

- Responsible for creating news briefs covering events and announcements for the University
- Create and send out press releases to external media sources
- Complete general clerical tasks
- Assist with the implementation of marketing and communications for the department

Communication & Social Media Assistant

August 2012 – December 2012

Volunteers of America of Wisconsin

- Responsible for managing social media accounts and assist with posting
 - Worked closely with the Director of Communication
 - Wrote newsletter articles and online news briefs of events sponsored by organization
 - Created basic video presentations
 - Assisted with the implementation of marketing, communications and development plans
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RELATED COURSEWORK

Media & Corporate Writing, Corporate Communication, Organizational Communication, Public Relations Principles, Corporate Rhetoric, Marketing Research, Public Speaking (Contemporary Presentation), Graphic Design, Communication Research, Visual Communication, Creative Writing, Business Foundations, International Marketing, Communication Consulting, Corporate Writing, Corporate Social Responsibility (CSR), Advanced Composition, Writing for the Professions, Sports Marketing, Consumer Behavior

RESEARCH PROJECTS

- Contributor and Editor of the Marquette University English Department Newsletter, Spring 2014
 - Initiator, Contributor and Main Content Manager for Discovery World Organizational Newsletter, Spring 2014
 - Semester-long communication consulting project and presentation for Marquette University's Office of Residence Life, 2013
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CAMPUS INVOLVEMENT

- Treasurer of Executive Board '13-'14: Lambda Pi Eta (National Communication Honor Association)
 - Student Ambassador: Corporate Communication Summit at Marquette University
 - Member, PRSSA
 - Volunteer, Al's Run
 - Member, Marquette University Marketing Club
 - Service Learning Program Participant at Marquette
 - Participant, Diederich College of Communication Mentoring Program
 - Member, Habitat for Humanity
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HONORS

- Dean's List: Diederich College of Communication (Fall 2012, Spring 2013, Fall 2013)
- Ignatius Scholarship Recipient (2010-2014)