

Kate Newman

400 S. Home Ave. • Park Ridge, IL 60068
Phone: (847) 507-0849 • E-Mail: knewman2012@gmail.com
Electronic Portfolio: www.katenewman.weebly.com



EDUCATION

MARQUETTE UNIVERSITY, Milwaukee
Bachelor of Arts Degree in Public Relations, May 2012
Minors in Marketing & Entrepreneurship
Major GPA: 3.4/4.0; Dean's List Recipient Fall 2010

UNIVERSITE DE STRASBOURG, Strasbourg, France
Ecole de Management, Summer 2011
International Marketing Study Abroad Program

SKILLS

Public relations	Microsoft Office
Corporate communications	iMovie
Media relations	Photoshop
New venture creation	Writing
Business development	Researching
Social media outreach	Special event planning
Marketing	Works well under stress

PUBLIC RELATIONS EXPERIENCE

GOLDINPR STUDENT-RUN PUBLIC RELATIONS FIRM, MILWAUKEE **Spring 2010-Present**
Co-Founder & Co-Firm Director

- Facilitate business development and obtained 19 clients since the firm's launch in January 2011
- Hire and manage four teams (one account executive and two assistants per team) including one creative director
- Conduct administrative tasks acting as a liaison between clients and teams
- Create and manage all social media accounts and firm website: Twitter, Facebook, YouTube and WordPress

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA MARQUETTE CHAPTER, MILWAUKEE **Fall 2009-Present**
Vice President of Chapter Advancement

- Create fliers and manage social media accounts to attract chapter members to meetings and events
- Update chapter website and send chapter news to PRSSA National
- Organize Milwaukee and Chicago agency/corporate tours and a PR job/internship boot camp
- Attended the 2010 and 2011 PRSSA National Conferences and 2011 PRSSA Regional Conference in Chicago

INTERNSHIP & CAREER EXPERIENCE

MARQUETTE UNIVERSITY OFFICE OF INTERNATIONAL EDUCATION, MILWAUKEE **Fall 2011-Present**
Communications Global Student Assistant

- Write and publish articles for four e-newsletters sent to over 2,000 students, faculty, staff and alumni
- Publicize and coordinate campus-wide events to increase study abroad interest on campus
- Increased 'likes' on Marquette Global's Facebook page by 300 percent through managing an international photo contest
- Wrote radio spots promoting study abroad picked up by MU Radio and as PA announcements at MU women's basketball games

PRETURN INC, CHICAGO **December, 2011-Present**
Freelancer

- Write press releases announcing new clients and blog posts introducing new social media concepts and trends
- Compile trade publications' editorial calendars and notes for client news and promotion

GENERAL GROWTH PROPERTIES INC, CHICAGO **Summer 2010 & Summer 2011**
2011 Media Relations Intern; 2010 Corporate Communications Intern

- Pitched back-to-school "Shop Til You Rock" and "Family Recess" event tours to 16 media markets and generated 207 media hits
- Traveled to Atlanta to assist field team at the "Shop Til You Rock" kick-off event featuring celebrity Demi Lovato
- Created press release templates for national marketing programs and media lists for field and corporate teams
- Created a "Marketing Tips & Reminders" document for all new marketing managers
- Researched retail trends for senior marketing executive and created reports for weekly internal publication
- Worked closely with account team at GolinHarris in 2010

FORD MODELS MIDWEST DIVISION, MILWAUKEE **Fall 2010**
Office Intern

- Contacted talent for clients, maintained talent schedules and acted as principal agency contact
- Assisted three talent agents, oversaw auditions and updated talents' online portfolios

LEADERSHIP & VOLUNTEER EXPERIENCE

COLLEGES AGAINST CANCER **Fall 2010-Spring 2011**
Publicity Director

MARQUETTE UNIVERSITY STUDENT GOVERNMENT **Fall 2009-Spring 2010**
Public Relations Assistant

MARQUETTE UNIVERSITY HUNGER CLEAN-UP **Fall 2009-Spring 2010**
Public Relations Leadership Committee

HONORS & ACHIEVEMENTS

LAMBDA PI ETA NATIONAL COMMUNICATION ASSOCIATION HONOR SOCIETY **Spring 2011-Present**
Beta Epsilon Chapter Member