

# Kate Mackie

Marketing/Advertising/Public Relations

Delivering solutions and driving innovative ideas in a collaborative environment are skills that my education and work experience have taught me. My entrepreneurial spirit, stellar verbal and written skills, and work ethic would enable me to contribute to any company.

## EXPERIENCE

### Marketing Intern

[Orangenius Inc](#) Jun 2017 - May 2018

- Assist senior management in their efforts to build a start-up tech company
- Write articles for the company's online blog, Artrepreneur
- Create marketing materials for the Client Relations Department
- Collaborate with graphic design team to build a brand style guide
- Developed and maintain strategic plan for the company's social media platforms (Instagram, Facebook, Twitter, and LinkedIn)

### Marketing Intern

[Creative Circle](#) Feb 2017 - Aug 2017

- Strategically developed and oversaw 'New Project Execution' for the marketing department, including social media/content, client and consumer development, and data analytics
- Worked to identify project inefficiencies and formulate solutions
- Built a strategic 'pitch-book' strategy to target 'influencers' for Creative Circle's social media
- Maintained corporate presence on Instagram and the company's online blog, Our Notebook
- Organized Twitter Live Chats

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New York City, NY

## SKILLS

Business Development  
Digital Marketing  
Strategy  
Analytics  
Marketing

## EDUCATION

### Bachelor of Arts

[Fordham University](#)

Currently Attending

Communications Major: 3.5 Marketing  
Minor: 3.8

### Marketing Principles Course

[London School of Economics and Social Science](#)

Jul 2016

Marketing, 3.6