**KATIE BRIMMER**

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**EDUCATION**

**Southern Methodist University, Cox School of Business** Dallas, TX

Bachelor of Business Administration, Marketing Emphasis May 2022

* Member of Cox Marketing Academy and Women in Business Club
* GPA: 3.7

**EXPERIENCE**

**Campus Brand Builders** Dallas, TX

*Campus Marketing Ambassador* October 2019 - present

* Analyzed data and identified opportunities to increase client’s social media followers by 50%
* Developed marketing programs resulting in 100 new customers for client
* Developed social media posts that delivered 40% higher engagement rates than company average
* Managed project timelines and budgets for 5 campus marketing events projected to grow sales by $10,000

**Hillside Camp** Virginia City, MT

*Marketing Assistant* June - August 2020

* Developed social media posts that increase engagement rates by 40%
* Led agency teams to deliver marketing campaign that generated 1MM impressions
* Managed project timelines for development and launch of 5 new camp activities

*Camp Counselor*June - August 2019

* Analyzed data from camper surveys and identified opportunities to improve satisfaction ratings 20%
* Led communication classes involving writing and presentation skills for over 100 camp attendees
* Organized schedules for over 100 camp attendees including activities from 8am to 9pm

**LEADERSHIP & COMMUNITY SERVICE**

**Cox Marketing Academy** Dallas, TX

*Career Coach* August 2020 - present

* Researched needs of target audience and developed personalized learning plans for 10 students
* Developed and led 3 interview skills workshops with over 100 combined attendees
* Wrote and posted social media promotions for events resulting in 20% higher than average attendance

**Women in Business Club** Dallas, TX

*VP of Communications* September 2019 - present

* Analyzed needs for club members and created new marketing strategy designed to meet those needs
* Developed social media campaign the resulted in 20% increase in attendance at club events
* Led 10 committee members to execute recruitment strategy resulting in 10% increase iu membership

**ADDITIONAL INFORMATION**

* **Computer Skills**: Proficient in Microsoft Office, Tableau, Google Ad Words, and Facebook marketing
* **Other Skills**: Creativity, leadership, project management, analytical, and communication skills
* **Interests**: Running, producing YouTube videos, and listening to business podcasts