

Katy H. Williams

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5821 River Wood Dr. Indianapolis, IN 46250

Career Experience



Freelance Writer & Marketing Consultant

February 2018 - Current

- Write and copyedit original blog, sales and web content
- Design sales and marketing pieces for print and digital use
- Assist business owners in developing marketing strategy



Burkhart Marketing, Account Executive

April 2016 - February 2018

- Created estimates, coordinated schedules and ensured timely completion of work for multiple clients
- Corresponded effectively with clients, vendors & creatives
- Wrote briefs to define & distribute tasks to creative team
- Reviewed creative and provided feedback for revisions
- Coordinated social media content development and scheduling, and analyzed monthly reports
- Recruited, hired and supervised interns & content specialists

Burkhart Marketing, Junior Account Planner

February 2016 - April 2016

- Managed project timelines and completion
- Researched & developed strategic initiatives
- Prepared creative briefs & oversaw creative timelines



Addison Avenue Marketing, Content Specialist

August 2015 - February 2016

- Managed social media & blog development for 10 clients
- Assisted in strategic marketing planning process
- Aided in client acquisition



Cover-Tek, Marketing Intern

May - August 2015

- Wrote all copy for redesigned website
- Researched and drafted 20 blog posts
- Rebranded business cards, print ads and other materials



American Diabetes Association, Marketing Intern

September - December 2014

- Designed flyers and posters for two events
- Created social media plans
- Drafted press releases

Education

Ball State University

B.S. in Advertising, GPA: 3.9/4.0

Minors: Marketing & Sociology

Involvement

Cardinal Communications

Student-run communications agency

Creative | Digital | Events | Strategy

Prof. Development, April - May 2014

Trip Committee, Nov. 2012 - May 2013

Acctn Coordinator, Sep. 2012 - Sep. 2014

Honors

Dedication Award, Cardinal Communications Oct. 2012

Dean's List, 7/7 semesters

BSU Presidential Scholarship

Aug. 2012 - May 2014

Skills & Certifications

AP



Office



Id



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Hootsuite Certs: Platform Training & Social Marketing

Hubspot Certs: Inbound Marketing

Volunteer Work

Girls Inc. Program Lead March 2018 - Current

Agape Therapeutic Riding Resources

Side Walker & Stable Keep March 2018 - Current