



# KATHERINE SARA MCBROOM



## Contact



## Education

Bachelor of Science in Strategic Communications | Liberty University, Lynchburg, VA | 2013-2017 | GPA: 3.4

## Profile

- Creative Development
- Social Media Marketing
- Leadership
- Visual Merchandising
- Team Collaboration
- Project Planning
- Accountability
- Organization
- Photography
- Wordpress
- HTML/CSS
- Microsoft Word/Excel
- Adobe Creative Cloud
  - Adobe Photoshop
  - Adobe Indesign
  - Adobe Illustrator
  - Adobe Premier
  - Adobe Lightroom

## References

Noah Sidhom | Web & Social Media | Bellevue Baptist Church | nsidhom@bellevue.org |

Gretchen Saffles | Owner of Life Lived Beautifully | gretchen@lifelivedbeautifully.com |

Reid Koustaal | President of Liberty PRSSA | rkoutstaal@liberty.edu |

## Experience

### Liberty University Public Relations Student Society (PRSSA)

Director of Marketing and Promotions | Lynchburg, VA | 2016-2017

- Market PRSSA events through guerilla marketing and other tactics
- Oversee membership recruitment
- Frequently speak to classes about PRSSA

### Bellevue Baptist Church

Media and Communications Intern | Memphis, TN | 2016

- Create graphics for social media
- Primary photographer for church summer events
- Work alongside media staff for church events
- Oversee new staff photos and updates for website

### Datacorps Technology Solutions

Receptionist/Marketing Intern | Valrico, FL | 2015

- Organize client listings through ConnectWise
- Send reminder E-mails, create checklists
- Greet visitors or callers and handle their inquiries
- Update Twitter and Facebook page

### Gwinnett Chamber of Commerce

Marketing Intern | Suwanee, GA | 2014

- Maintain scheduling and event calendars
- Update Facebook calendar and send out event initiations
- Create Emails in ConstantContact for clients
- Attend meetings
- Write copy for social events

### Fiore' Boutique

Sales Clerk | Buford, GA | 2013

- Distribute inventory throughout store
- Check out customers
- Open and close the store
- Design new window displays

## Community Service

### Source of Light Ministries

Graphic Design Work | 2017

- Designed and updated informational brochure

### Prayer Leader at Liberty University 2014-2015

### Camp counselor summer 2015