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## Employment

### Social Media Specialist | Mecum Auctions

Walworth, WI | May 2012 - Present

Engaging in social media communication by implementing strategic campaigns and analyzing data; heavy travel to auction sites include working closely with NBC Sports, sponsors, local media, spectators and customers.

- Communicating with 600,000+ followers on a daily basis
- Utilizing social tools: Content calendar, Facebook and Instagram ads, Snapchat GeoFilters, live streams/interviews through Facebook and Periscope, YouTube and 360° camera
- Setting month-to-month objectives and goals
- Coordination of trends and promotion

### Event Coordinator Assistant | Crooked Pines Farm

Eatonton, GA | November 2013 - December 2015

Enveloped in a thinking-on-your-feet environment where individual ideas and team brainstorming is heavily encouraged to execute extraordinary event(s) for clients.

- Assisted in the development and execution of events including seasonal festivals, weddings and corporate functions
- Further established brand awareness through monthly published flyers, press releases, social media and blog posts

### Marketing Chair | Sounds of the South Music Festival

Milledgeville, GA | January 2014 - May 2015

Lead a fully student-run volunteer organization with the commitment to use marketing and public relations skills for the growth and promotion of a two-day music festival.

- Implemented teamwork and strategies that increased year-over-year ticket sales from \$8,500 (2014) to over \$16,000 (2015)
- Achieved a \$1,500 donation to the Central State Hospital Local Redevelopment Authority (CSH LRA), a non-profit organization that fosters community involvement and economic growth

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## Accomplishments

- Leadership and Engagement,
- Capstone course Account Executive for Habitat for Humanity Milledgeville-Baldwin County
- Practicum Student for George College & State University Early College program and 95.3FM The Noise

[katherine.lynch93@gmail.com](mailto:katherine.lynch93@gmail.com)

# KATE

## Address

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LaGrange, IL

## Phone

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## Education

Georgia College & State University  
Bachelor of Arts in Mass Communication  
Emphasis in Strategic Communication  
Minor: Marketing  
December 2015

## What I Use

- Twitter
- Facebook
- Facebook Ads Manager
- Instagram
- Periscope
- Snapchat
- YouTube
- Pinterest
- Hootsuite
- MailChimp
- InDesign
- Photoshop
- 360° Camera, Ricoh Theta

## References

Available upon request.