

KATIE D'INNOCENZO

EDUCATION

Bachelor of Arts
Economics, Environmental Studies
Washington & Lee University
May 2014

SKILLS

Creative Strategy
Microsoft Office
Social Media
Adobe Photoshop
Adobe Premiere Pro
Adobe Illustraor
Adobe InDesign
Sprout Social
Customer Service
Copyediting
Video Editing

CONTACT

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katedinnocenzo.com

EXPERIENCE

Digital Media Manager

The Marine Mammal Center | California | Sept 2018 - Present

- Develop, execute, and continually refine organic and paid social media strategy
- Design dynamic graphics and videos for various channels and audiences
- Write copy for several storytelling mediums including social, print, web, and email
- Report on analytics on weekly, monthly, and quarterly basis
- Present learnings and recommendations to executives, cross-functional teams, and stakeholders
- Plan and balance social media advertising budget
- Lead community management across brand channels
- Create social media standard operating procedure documentation
- Support Associate Director of Public Relations through writing press releases, building press kits, and coordinating reporters and spokespeople.
- Manage support team of diverse volunteers and interns

Marketing & Programs Coordinator

Jack's Diving Locker | Hawai'i | Apr 2015 - Oct 2017

- Create promotional material
- Coordinate community events
- Staff, schedule, and execute youth programs
- Lead underwater tours and certification classes as a PADI Master Scuba Diver Trainer

Design Representative

OfficeMax | Hawai'i | Oct 2014 - May 2015

- Create custom graphic design content including flyers, banners, business cards, and more
- Provide excellent customer service to diverse customers

Brand Ambassador

Armed & Read | Virginia | Sept 2013 - Sept 2014

- Promote brand to peers through social media using custom graphic design

Marketing Intern

Social Finance | Massachusetts | Summer 2013

- Assist marketing team by writing copy for company blog, newsletter, and printed materials