

Katie Fox

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EDUCATION

Bachelor of Arts in Communication & Information Science, May 2023

The University of Alabama, Tuscaloosa, AL

Major: News Media

Minor: Consumer Sciences

RELEVANT EXPERIENCE

Techtronic Industries – TTI, Houston, Texas

Representing Power Tool and Home Care Brands: Milwaukee, Ryobi, Ridgid, Hoover, and Dirt Devil

Field Sales and Marketing Representative, June 2023 – Present

- Build and foster ongoing relationships with Key Decision Makers within the Home Depot to support both parties
- Negotiate and execute strategic in-store product placement using daily sales, data, relationship, and inventory management
- Promote, create, and execute campaigns for large scale events using media outreach and partnering with Home Depot
- Research, outline, write, edit, and proofread sales region-wide flyers and graphics to drive sales and promote our brands
- Engage daily with multiple consumer types representing multiple brand identities

University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Student Assistant – Professional Development & Engagement Unit, September 2022 -Present

- Ran and executed both [LEAD](#) professional development program and Career Center at Culverhouse digital media
- Time managed and multitasked both programs by implanting their missions independently
- Created and scheduled pitch calendars for both program's newsletters and posts while meeting tight deadlines each week
- Strategized, created new logos, and social media graphics for weekly programs to boost community engagement
- Increased followers by 11.7% in 90 days

H2 Marketing Consultants, Remote – [Part-Time](#)

Media Assistant, May 2022-September 2022

- Promoted to manage four clients in healthcare and wellness niches, including podcasts
- Coordinated and designed monthly feed plans for all client's social media accounts with trend monitoring
- Posted for all clients weekly (three times a week) and engaged daily to boost analytics
- Publicized events, products, and information through social media for clients

H2 Marketing Consultants, Remote – [Dual-Role](#)

Social Media Marketing Intern, January 2022-May 2022

- Guided two clients' social media accounts simultaneously and coordinated monthly feed plans for their social media sites
- Created graphics, ads, and promotions for all clients using Canva and Adobe software (Premiere, Photoshop, InDesign)

Press and Media Intern, January 2022-May 2022

- Developed Her Passion Builds Podcast (Wellness Podcast) socials and wrote press releases for potential podcast guests
- Email marketed for podcast to gain new listeners and recruit podcast guests
- Researched and reached out to different podcast guests and influencers to strategize topics for upcoming podcast episodes

ADDITIONAL EXPERIENCE

Media Chair, Gamma Phi Beta, Tuscaloosa, AL, January 2022-September 2022

- Worked closely to create sisterhood/Philanthropy videos for recruitment, filmed at all Gamma Phi Beta events

Recruitment Communications Chair, Gamma Phi Beta, Tuscaloosa, AL, December 2019-August 2020

- Strategized a PR plan for all recruitment events
- Led a committee team, to collaborate for PR plan

LEADERSHIP EXPERIENCE

Homecoming Chair, Gamma Phi Beta, Tuscaloosa, AL, January 2021-October 2021

- Scheduled and managed for 500+ members, providing six hours of volunteer service over the span of two weeks
- Coordinated workflow by using servant-leader behaviors
- Oversaw all regulations and rules provided by The University of Alabama and Panhellenic Association

SKILLS

Able to perform well under pressure, Team Player, Retail Sales Process, Excel, Professional Development, Video Production, Leadership, Brand Development, Community Engagement, SEO, Adobe Premiere Pro, Meta Business Suite, Adaptability