

# KATIE BLACK

MARKETING • SOCIAL MEDIA • EVENTS

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## EXPERIENCE

2022-PRESENT

### COMMUNICATIONS MANAGER

UNIVERSITY SYSTEM OF GEORGIA, ECORE | CARROLLTON, GA

### MARKETING MANAGER

ASHLEY PARK/BAYER PROPERTIES | NEWNAN, GA

- Create, manage, + analyze social media account content, data, + interaction via Planoly
- Plan + execute all center events, activations, + workshops to drive traffic to the property
- Generate ancillary income through sponsorships, specialty leasing, + ad sales
- Design creative + graphics for digital advertising, socials, + event marketing via Canva + Adobe Suite
- Organize e-mail + text campaigns from concept to launch via Constant Contact
- Coordinate + direct quarterly tenant meetings with 100+ tenants
- Develop new website for the center + create content to drive web traffic
- Monitor market trends, social metrics, + website analytics to determine advertising strategy + campaigns
- Collaborate with influencers + agencies to ensure the highest quality social content
- Facilitate property photo shoots
- PR/Media contact corresponding with media outlets via press releases + media advisories
- Work directly with tenants to determine specific ways to drive sales
- Calculate + monitor property traffic data via Placer a.i.
- Manage + track marketing/events budget

2020-2022

2019-2020

### COMMUNICATIONS + EVENT MANAGER

NEWNAN COWETA CHAMBER OF COMMERCE | NEWNAN, GA

- Meet needs of 800+ members through digital collateral + events
- Develop weekly schedules for communications team including social media strategy, email, + press releases
- Manage social media presence by developing branded materials + graphics
- Plan + execute 2-3 events weekly facilitating guest list, marketing collateral, venue, food, decor, post event coverage, etc.
- Pitch + secure event sponsorships

2018-2019

### MARKETING ASSISTANT

SUPERIOR RECREATIONAL PRODUCTS | CARROLLTON, GA

- Create social media calendars and content via Sprout Social, Adobe InDesign, + Photoshop
- Oversee blog content via Medium
- Write product descriptions + photograph new products
- Coordinate various events + partner meetings
- Prepare media kits for dealers + partners

2016-2018

### WRITING + SOCIAL MEDIA INTERN

UNIVERSITY OF WEST GEORGIA | CARROLLTON, GA

- Conduct interviews + write articles published on University's website and/or Times Georgian
- Assistant to University's official media accounts

## EDUCATION

### UNIVERSITY OF WEST GEORGIA

2014-2018 | Bachelor of Science in Communications (concentration Public Relations) + Bachelor of Arts in English

- Cum Laude with Honors College distinction + consistent Dean's List recipient
- Mass Communications student scholarship recipient
- Member of Sigma Kappa Sorority serving as President, VP Academics, + VP Communications