




# KATIE MCKINLEY

## MARKETING & COMMUNICATIONS MANAGER

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## EDUCATION

**Oklahoma State University**  
Agricultural Communications  
2013 - 2016

**Texas Tech University**  
Master of Agricultural  
Communications  
2017 - 2018

## SKILLS

### // PROFESSIONAL

- AP Style
- Email Marketing
- Advertising
- Public Relations
- Digital & Print Marketing
- Copywriting
- Campaign Management
- Brand Management
- Media Relations
- CO-OP's
- News & Feature Writing
- Graphic Design
- Website Management
- Social Media
- Strategic Communications

## WORK EXPERIENCE

### WESTERN EQUIPMENT, CLINTON, OKLAHOMA

Marketing Team | January 2021 – Present

Brand Manager | Event Coordinator | Content Manager/Creator | Communications Strategist  
*Alongside the marketing director, I work to forward the company mission by facilitating marketing efforts through advertising, event management, internal and external communications, reputation management, digital strategy and presence, as well as both brand management and overall content creation.*

- Oversee content creation such as graphic design, blogs, social media, and email campaigns.
- Undertake budgeting responsibilities to obtain cost assistance from John Deere CO-OP.
- Collaborate with third party vendors to improve SEO, web presence, and promotional efforts.
- Coordinate and carried out both event and recruitment efforts on behalf of WE.
- Trained and mentored others on my team to grow internal content creation abilities.

### ELECTRA HOSPITAL DISTRICT, ELECTRA, TEXAS

Director of Communications | October 2019 – November 2020

*At EHD, I oversaw all communications within the organization by facilitating public relations, advertising, and digital and print marketing for all health care businesses and facilities operated by the Hospital District.*

- Crafted press releases and articles for local news outlets and monitored media relations.
- Worked with outside agencies to create in-depth marketing campaigns.
- Edited and proofread content distributed to the public by all EHD departments.
- Designed digital and print graphics and assisted in overseeing internal communications.
- Outlined social media campaigns, scheduled posts, and managed company brand.

### NUTRIEN AG SOLUTIONS, ALTUS, OKLAHOMA

Social Media & Administrative Coordinator | January 2019 – October 2019

*In this position, I worked alongside my manager to ensure all customer and satellite accounts and bills were in order, the office was structured and running efficiently and inventory was out of the "red." I increased total social media performance at the Altus location by 92 percent.*

- Carried out administrative tasks like monitoring phones and assisting customers.
- Directed all in-office finances and accounting like bills, invoicing, customer billing, corporate finance programs, etc.
- Oversaw social media and all written communication with Nutrien's audience.

### TEXAS TECH UNIVERSITY DEPT. OF AGRICULTURAL EDUCATION & COMMUNICATIONS

Graduate Research Assistant | August 2017 – December 2018

*While working towards a master's degree, I assistant taught Adobe InDesign, Illustrator and Photoshop courses alongside my advisor where I cultivated and encouraged the creative minds of my students. I conducted research and assisted colleagues in their projects.*

- Worked within the department while pursuing a master's degree and graduating in 2018.
- Pursued professional certificates while working under academic adviser.
- Studied academic and technical writing while working on research projects with colleagues.

# KATIE MCKINLEY

## COMMUNICATIONS SPECIALIST

### SKILLS

#### // TECHNICAL

- AP Stylebook
- Adobe InDesign
- Adobe Illustrator
- Microsoft Office
- Hootsuite
- Adobe Photoshop
- Adobe Lightroom
- Microsoft Teams
- Microsoft Sharepoint
- WordPress
- Meta Business Suite
- Meta Ads Manager
- SquareSpace
- YouTube
- OneDrive
- Google Adwords
- Klaviyo
- MailChimp
- Microsoft Excel
- Dropbox
- Data Research
- Google My Business
- Zoom Conferencing

### INTERESTS

- Writing
- Photography
- Music
- Literature
- My Faith
- Classic Cinema
- Oxford Comma
- History
- Marketing & Design
- Typography

### WORK EXPERIENCE (CONTINUED)

#### TEXAS TECH UNIVERSITY STUDENT HOUSING, LUBBOCK, TEXAS

Student Marketing Assistant | June 2017 – August 2017

*With Student Housing, I worked on marketing campaigns for recruitment and Welcome Week and designed graphics for T-shirts, events, email, and social media. I assisted in photographing events and portraits for departmental staff as well as creating video footage for marketing projects.*

- Worked alongside head graphic designer to create marketing materials for department.
- Collaborated to create cutting-edge material for social media and recruitment.

#### CHAMBER OF COMMERCE, ALTUS, OKLAHOMA

Communications Intern | May 2016 – August 2016

*During this internship, I produced print materials and graphics for social media, such as multiple community geofilters, flyers, and invitations. I oversaw the website and mobile app and helped establish the creation of a SW Oklahoma tourism guide.*

- Partnered with membership director to create material for citizens and businesses.
- Wrote, designed and edited content for email campaigns and community projects.

#### AMERICAN HEART ASSOCIATION, TULSA, OKLAHOMA

Communications Intern | January 2015 – April 2015

*Working remotely alongside the director of communications, this internship provided me with invaluable non-profit and event management experience as well as developed my budding skills in media and communications at the time.*

- Constructed press releases and other written copy for local AHA news and events.
- Monitored social media accounts and supported broadcasting efforts at events.

### AWARDS / CERTIFICATIONS

#### ADVANCED DIGITAL & SOCIAL MEDIA GRADUATE CERTIFICATE

Texas Tech University

#### HOOTSUITE CERTIFIED

Hootsuite Academy