

Katrina McMillen

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SUMMARY OF QUALIFICATIONS

- Experience with social media campaigns, digital content marketing, and audience engagement
- Professional internal and external communication and excellent interpersonal skills
- Accumulated hands-on training in integrated marketing communication
- Graphic design experience with advanced level in Adobe InDesign, Photoshop, and Illustrator
- Experience with performing in front of both live crowds and cameras

EDUCATION

Bachelor of Science in Strategic Communication, Liberty University, Lynchburg, VA Anticipated May 2026

- Specialization: **Social Media Management** • Minor: **Studio Art & Design, Music: Voice & Piano**
- Affiliations: Liberty Forensics: Speech and Debate team, ONE Fellowship, Students for Life
- Relevant Coursework: *Digital Media, Persuasive Advertising & Storytelling*

TECHNICAL PROFICIENCIES

Social Media Channels: Facebook, Twitter, Instagram, Pinterest, Snapchat, YouTube, TikTok

Software & Applications: Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro), Microsoft Office, WordPress, Google Analytics

DESIGN EXPERIENCE

Design Mock-ups- www.behance.net/Katro_05

Free Lancing Logo Design, Salina, KS

May 2020

- Designed unique logo
- Met and communicated with clients and successfully interpreted their design needs
- Offered Feedback on logo applications

Freelancing Mural Art, Katro Creations, Salina, KS

May 2019-August 2022

- Developed unique designs.
- Completed designs in a professional and proficient timeframe.
- Upheld design codes for given place, i.e. therapy office murals aligned with medical standards

ADVERTISING EXPERIENCE

Social Media Assistant, Wellspring Psychotherapy, Salina, KS

Sept 2022- July 2023

- 10+ hours weekly to assist core team in producing ideas for promoting media
- Designed the Brand Identity, Logo, Type, Color

- Led social media content on platforms TikTok, Facebook, Instagram

LEADERSHIP EXPERIENCE

Peer Mentor and Advisor, Liberty University, Lynchburg, VA

August 2023-Present

- Led a group of 3 residential students
- Meet frequently to help advise on academic, social, and home life

PERFORMANCE EXPERIENCE

Commercial Acting, Lynchburg, VA

August 2023

- Voiceover acting: Improvised lines.
- On camera acting

Runway Modeling, Taste of the Runway, Kansas City, MO

July 2022

- Walked for Multiple Brands
- Attended Preparatory Meetings