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# Kate E. Slanker

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## Work Experience:

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### The Ohlmann Group

Strategy/Creative Intern

2012

#### Full-service advertising agency with a local and national client base

- Optimized client websites for search with keywords in web advertisements
- Contributed in achieving 2 new clients through wire-framing clients' previous websites
- Assisted senior media strategist in out-of-home media placement selections
- Edited an instructional video for a new feature on a national company's website
- Wrote copy for client websites and maintained brand identities through blog posts

### Flare Code

Marketing Intern

2011

#### QR reader capable of accessing multiple web platforms through a single code

- Aided production of first commercial to generate interest and awareness
- Presented QR code capabilities with case study examples to 2 prospective clients
- Brainstormed promotional ideas to gain outreach and attention
- Maintained group organization by scheduling and managing meetings

### Michael Kors

Sales Associate

2011 - 2012

#### Designer purse outlet driven to create excellent customer experiences

- Worked one-on-one with clientele to build strong customer relationships
- Educated customers on product detailing, care and warranties to ensure satisfaction
- Promoted brand loyalty through recommending additional products

### Charles Ping Center

Fitness Instructor

2010 - 2011

#### Recreation center open to students and faculty at Ohio University

- Specialized in kickboxing routines for group classes of 20+ patrons
- Lead patrons in exercise and monitored form for safety and effectiveness
- Researched fitness trends and styles to keep classes up-to-date

## Extracurricular:

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### NSAC - Glidden

Marketing Director

2012 - 2013

#### National Student Advertising Competition - A full student-run campaign

- Conducted surveys and planned in-depth interviews to gain insights on target
- Guided marketing team to do research on our audience designated by the case study
- Constructed creative briefs, competitor SWOT analyses, and reports of primary research
- Coordinated with other disciplines to create synergy throughout the campaign
- Tested finished copy with target to ensure the effectiveness of the message

### OU Ad Association

Vice President

2012 - 2013

#### Official American Advertising Federation student chapter

- Planned 2 conference trips, which involved reserving hotels and mapping itinerary
- Informed members of potential jobs and careers through Ad 101 lesson
- Recruited and aided new members in becoming a part of the organization
- Collaborated with the president to help plan and conduct meetings

### NSAC - Nissan

Presentation Team

2012

#### Selected team to pitch a comprehensive campaign in a national competition

- Became an expert on media details of the campaign to be able to field questions
- Pitched campaign with teammates to a panel of professionals and Nissan executives
- Placed 1st out of 11 at the district level – judges called the team a “well-oiled machine”
- Presented campaign at the national level in Austin, TX

### Water Ski Club

Social Chair

2011 - 2013

#### Instructional team that competes within collegiate water ski tournaments

- Established e-mail system to increase communication to current and alumni members
- Managed social media outreach in order to build awareness of team
- Participated in community service events to aid the city of Athens, OH
- Competed on the team for 3 years in slalom, trick, and jump events

## Education:

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### Ohio University

Athens, OH

#### E.W. Scripps School of Journalism

- Bachelor of Science in Journalism – Advertising/Strategic Communications
- Concentrations in English and Chemistry
- Graduated - May 2013