



KATIE OTTO

Advertising, Media, Design, Video

CONTACT

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EDUCATION



The University of North Carolina at Chapel Hill

Bachelor of Arts in Communication Studies and Women's and Gender Studies, minor in Creative Writing

SKILLS

- Adobe Illustrator
- Microsoft Suite
- Adobe Photoshop
- Google Suite
- Adobe InDesign
- Spanish
- Adobe Premiere
- Copywriting
- Adobe After Effects
- Time Management

LEADERSHIP EXPERIENCE

- **Account Coordinator Manager at Sokal** (Aug 2021-present)
 - Lead the Account Coordinator department through weekly team meetings, monthly one-on-ones, and regular communication via Slack and Gmail
 - Create new resources and training materials for the Account Coordinator team to grow our industry knowledge and improve the quality of our work
 - Mentor the Account Coordinator team by providing a lead-by-example approach and being readily available to provide them with individual support
 - Refine processes between the Account Coordinator department and other departments by meeting with other supervisors and holding regular interdepartmental meetings
 - Head biannual employee reviews and provide both positive and constructive feedback to improve overall employee performance
 - Employee of the Year Top 5 Finalist (2021)

WORK EXPERIENCE

- **Marketing Coordinator at Sokal** (May 2021-Aug 2021)
 - Created and implemented a monthly internal company newsletter
 - Wrote and edited copy for scripts, websites, flyers, case studies, and other marketing materials
 - Filmed and edited marketing videos using Adobe Premiere Pro
 - Refined company processes for launching new clients
 - Researched and obtained quotes for various products
- **Account Coordinator at Sokal** (Jul 2019-May 2021)
 - Coordinated with clients, teammates, and third parties to ensure the quality, legality, and brand compliance of all advertisements
 - Provided all advertisement copy and visual instructions to the art department and production studio coordinators
 - Communicated with the client and Account Management team regarding artwork proofing, website changes, and other day-to-day requests
 - Streamlined processes to successfully meet deadlines and client expectations
 - Oversaw client websites by uploading media and creating landing pages to increase their impressions and sales
 - Trained new employees on internal processes
 - Awarded Employee of the Month (April 2020)

ACTIVITIES

- **Sokal Culture Committee Member** (Jun 2021-present)
 - Meet with other committee members monthly to discuss ways to improve company culture and employee satisfaction
 - Design various print and digital materials following company brand standards
 - Pitch and lead new company initiatives from concept to implementation
- **Board Member, Common Woman Chorus** (Jun 2021-present)
 - Meet with other board members monthly to do chorus planning and vote on chorus initiatives
 - Head all chorus marketing including social media, email communications, website, and fundraising campaigns