

Katherine Beirne

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↳ Event Planning ↳ Content Creation ↳ Public Relations

Creative and visionary professional, highly motivated to leverage education and experience to excel within the communications field. Skilled in leading marketing strategies, public relations programs, and promotional events. Collaborative leader who utilizes digital, emerging technologies, creative writing, and strategic communication to maximize company awareness. Recognized for consistently infusing a creative spark while directing projects, planning special events, and leading cross-functional staff.

PROFESSIONAL EXPERIENCE

CULTURE PLEDGE | 2020 - Present
FREELANCE WRITER

- Leverage creativity and passion for writing to compose articles, drive content creation, and build social media accounts.

AAUW - DOWNERS GROVE LOCAL CHAPTER | 2020
PUBLIC RELATIONS INTERN

- Brought on board to revamp existing promotional materials and support advertisements of chapter to the community.

WVUR RADIO STATION | 2018 - 2019
EVENTS DIRECTOR

- Developed radio-related concerts and events for campus community.
- Collaborated with on-campus organizations to promote and plan events.
- Led team of five students to streamline operations for various events.

DOWNTOWN DOWNERS GROVE MANAGEMENT CO. | 2018
MARKETING INTERN

- Advanced rapidly within internship program; driving seamless coordination of local events and developing innovative content for social media platforms.
- Created and distributed press releases and materials to local media outlets, promoting various events to boost awareness and increase attendance.
- Initiated calls to local towns to ensure full representation of emergency services for classic car show night event showcasing emergency vehicles.

EQ TECHNOLOGY GROUP | 2017 - 2018
CONTENT WRITER & SOCIAL MEDIA MANAGER

- Directed company social media with original posts; composed IT tickets out for projects and created posts for company clients.
- Created weekly posts on social media platforms to advertise company services.

WVUR RADIO STATION | 2017 - 2018
MUSIC DIRECTOR

- Built team to assist in reviewing incoming music and corresponding with labels regarding reception of artists.
- Orchestrated end-of-the-year concert Sourcestock; booked artists and quickly rectified loss of band before event.

Additional Experience as Resident Assistant for Valparaiso University

KEY ATTRIBUTES

- Interpersonal Communications
- Public & Media Relations
- Promotional Campaigns
- Online & Social Media Platforms
- Event Planning
- Program Planning & Implementation
- Leadership & Training
- Project Coordination & Execution
- Problem Resolution
- Process Improvement
- Creative Writing
- Special Projects

EDUCATION

- Master of Science, Communications Purdue University, Spring 2022
- Bachelor of Arts, Communications, Concentration: Public Relations & Journalism, Minor: Creative Writing Valparaiso University
- Dean's List
- Lambda Pi Eta & Mortar Board Honor Society
- Outstanding Senior Award

TECHNICAL SKILLS

Microsoft Office Suite

