

KAITLYN MARTIN

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EDUCATION

BACHELOR OF SCIENCE IN
ADVERTISING

University of Illinois at
Urbana-Champaign
2012 – 2016

PUBLIC RELATIONS CERTIFICATE

University of Illinois at
Urbana-Champaign
2013

EXPERTISE

Account Management
Public Speaking
Time Management
Leadership
Customer Service
Public Relations

SKILLS

MS Office
Social Media
Google AdWords
Salesforce
Wordpress
iMovie
Irish Dance

AFFILIATIONS

Delta Gamma Fraternity
American Advertising Federation
Public Relations Society of America

EXPERIENCE

YELP

Account Executive | June 2016 – Present

- Create long-term relationships with business owners through verbal and written communication
- Execute complete sales cycles from prospecting to new client acquisition
- Meet monthly quota expectation and contribute to team growth and success

CHICAGO BEARS

Events and Entertainment | July 2014 – April 2017

- Provided exceptional customer service and fan experience at training camps and home games
- Served as a liaison for corporate sponsorship activation at training camp and home games
- Delegated tasks and clearly communicated directions to fans for game time events and entertainment

THE LALA

Marketing and Public Relations | January 2015 – May 2017

- Promoted original website content across multiple social media platforms
- Organized campus events to promote the empowering content and company ideals
- Wrote pitch letters and utilized media kits to raise awareness among universities and publications

NATIONAL STUDENT ADVERTISING COMPETITION

Media Strategist and Planner | August 2015 – May 2016

- Led focus groups to find insights about Snapple's brand, market, and consumers
- Created a \$50 million campaign with traditional and new media executions
- Analyzed MRI and SRDS data to align creative strategies with realistic execution placements