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Katie M King

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EDUCATION

The University of Georgia, May 2015, Magna Cum Laude
Public Relations, Bachelor of Arts in Journalism
Religion, Bachelor of Arts
Cumulative GPA: 3.85/4.00

PROFESSIONALLY RELEVANT EXPERIENCE

Jones County News

Contributor

Sept. 2015 – present
Gray, Ga

- Write weekly or biweekly investigative feature stories on local individuals, organizations, fundraisers and events
- Capture, edit and organize photographs to accompany stories

Camp Grace

Communications Director, thecampgrace.com

Nov. 2014 – Nov. 2015
Roberta, Ga and Ulster Park, Ny

- Organized meetings, camp tours and fundraising events for donors and community influencers to raise awareness and funds
- Facilitated overnight summer camp for over 1,000 underprivileged children and help direct 60 summer staff members
- Raised awareness about the ministry's work through presentations, social media, print materials, press releases, website and email

UGA PRSSA Bateman Competition Team – Home Matters

Team Member, Creative Design and Events

Oct. 2014 – April 2015
Athens, Ga

- Formulated and implemented plan to raise awareness of the affordable housing issue locally through events and media coverage
- Reached roughly 600,000 individuals through print, online publications and social media
- Executed extensive research of the local affordable housing issue through surveys, interviews, focus groups and literature review
- Won honorable mention and placed in the top 13 teams in the National Bateman Case Study competition through PRSSA

American Red Cross East Georgia

Public Affairs Intern

May 2014 – Dec. 2014
Athens, Ga

- Updated media contact information and maintained positive media relations throughout the 14 counties served by the chapter
- Planned and helped with special events held by the chapter and distributed media and information about the events
- Created weekly social media posts and created and wrote the monthly newsletter for over 1,400 Red Cross supporters

Athens Area Habitat for Humanity

Public Relations Intern

May 2014 – July 2014
Athens, Ga

- Produced online postings for the Habitat thrift stores in Athens and provided photos of merchandise for web and social media
- Regularly updated Facebook, Twitter and Pinterest accounts to promote store merchandise and answer customer questions

Special Olympics of Jones County

Assistant Public Relations Officer, jcspecialolympics.org

Oct. 2013 – Sept. 2014
Gray, Ga

- Created and edited the organization's webpage using Weebly and print brochure using Adobe InDesign and Photoshop
- Photographed athletes during school-sponsored events and edited media for printed materials and the website

My Athens

Public Relations Intern

Jan. 2014 – May 2014
Athens, Ga

- Aided in planning a local organization's annual art and photography gallery held for a month to benefit Habitat for Humanity
- Conducted community relations and extensive planning for gallery special events and sold merchandise during events

Creative Consultants UGA

Team Member for the Medical Association of Georgia Foundation

Sept. 2013 – May 2014
Athens, Ga

- Collaborated with a team of seven to develop and implement a public relations plan for the "Think About It!" campaign to end prescription drug abuse using fundraising and a Facebook campaign
- Worked with the team to brainstorm, conduct research and write a public relations campaign plan proposal

Bugs4Christ Inc.

Public Relations Specialist, facebook.com/Bugs4Christ

Feb. 2013 – May 2014
Gray, Ga

- Wrote press releases multiple times throughout the year to promote a local nonprofit's community-centered projects
- Communicated with news sources online, in print and on television to promote the organization and its projects

Software Experience: Microsoft Office, Excel, PowerPoint, Adobe CC InDesign, Photoshop, Illustrator, Premiere Pro

Social Media Proficiency: Hootsuite, MailChimp, Constant Contact, Facebook, WordPress, Twitter, Pinterest, Tumblr, Flickr, TweetDeck

CAMPUS INVOLVEMENT

Public Relations Student Society of America

Bateman Case Study Competition, UGA Team (Oct. 2014 – April 2015)

Creative Consultants Team Member (Sept. 2013 – May 2014)

Oct. 2012 – May 2015

Reformed University Fellowship

Events Committee Head (fall 2013 – May 2015)

Leadership Team (fall 2012 – May 2015)

Aug. 2011 – May 2015

HONORS

Zell Miller Scholarship Recipient, 2011 - 2015

UGA Dean's List: spring 2012, fall 2012, spring 2013, spring 2014; UGA Presidential Scholar: fall 2013