



KAITLYN MILLER

B.S. Communication and New Media
-Strategic Communication-

CONTACT

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EDUCATION

Bachelor of Science:
Communication and New
Media

Concentration: Strategic
Communication

Minor: Biology

Graduation- May 2017
GPA-3.84

Shepherd University
Shepherdstown, WV

SKILLS

- Microsoft Office (Word, Powerpoint, Excel)
- Adobe Photoshop
- Hootsuite Certified
- Experience utilizing CisionPoint software
- Experienced in social media advertising (Twitter, Facebook, Instagram)
- Proficient in the use of marketing strategies and marketing applications
- Well versed in the art of public speaking

PROFESSIONAL EXPERIENCE

BRAND AMBASSADOR

Doc's Tea Co. | May 2016- Aug 2016

- Managed relationships with 15 independent store locations
- Marketed and sold products to new locations and customers
- Developed strong leadership and customer service skills
- Contacted and met with store managers to organize product demonstrations
- Developed strong time management skills through creating an efficient weekly schedule
- Demonstrated strong interpersonal skills by traveling across states to have face-to-face interactions with clients

TEAM LEADER

ICEnet | Aug 2016-Dec 2016

Collaboration with ICEnet (Charlestown, WV), Strategic Communication course project, Shepherd University

- Performed preliminary background research including publics analysis, competitor analysis, and situation analysis
- Conducted primary research by organizing focus groups to evaluate key messages
- Developed unique goals and objectives to align with the company's mission
- Used design strategy to create key messages
- Designed strategies and tactics to achieve the goals and objectives set forth
- Created implementation material including facts sheets, news releases, backgrounders, frequently asked questions, mission statement, fliers, and social media content
- Developed an evaluation plan to determine the overall effectiveness of the campaign

HONORS & ACTIVITIES

- Member of Shepherd University Department of Communication Social Media Team (Spring 2017)
- PROMISE Scholar (Fall 2013- Spring 2017)
- Multicultural Leadership Team Member (Fall 2014-Spring 2017)
- Phi Kappa Phi National Honor Society (Spring 2015- Present)
- National Millennial Community (Spring 2017)
- Student Government Association (Fall 2014- Spring 2015)

VOLUNTEER EXPERIENCE

- Working with the Boys and Girls Club of Martinsburg, WV
- Recycling plastic grocery bags to create sleeping mats for the homeless
- Cleaning streams and community areas
- Working at children's carnivals, church events, and various community fundraisers
- Assisting with Domestic Violence Awareness campaigns such as the Red Flag Campaign