

CATHERINE GREENER

MEDIA AND STRATEGY

CONTACT

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SKILLS

Storytelling
Social media trends
Social media analytics
Content Creation
Curiosity

PROGRAMS

Adobe Photoshop and Premiere
Google Workspace
Canva
Figma
Microsoft Office Suite

EDUCATION

University of Oregon

2018-2022

BA: School of Journalism and
Communication: **Advertising**

BA: School of Arts and Sciences:
Spanish

Deans List: 2018-2022

LANGUAGES

English
Spanish

PROFILE

A passionate, creative, hardworking individual looking to leverage her skills in media and strategy. I come prepared with humor, energy, and strategic communication skills. I'm committed to team collaboration, thinking outside the box, and meaningful research. Ready to put my all into any team!

WORK EXPERIENCE

Social Media Marketing Intern

Beacon Event Planning
August 2022-Present

- Create new branding and social strategy for a startup with 5k+ users
- Utilize content apps to create daily Tik Tok videos, Instagram reels, posts, and tweets
- Audit brand and make adjustments to maximize growth

Leasing Agent and Social Coordinator

The Soto Apartments-Campus Advantage
July 2021-August 2022

- Assisted property owners in marketing 400 leases to reach full occupancy
- Answered 100+ calls a day to speak with residents and prospects
- Created social posts to exponentially grow the online brand

Media Planner and Strategist

Allen Hall Advertising
September 2021-June 2022

- Strategist and media planner on accounts for Max's Tavern, Women in Flight, and The N.E.S.T at Oregon's in-house agency
- Effectively created events, researched merchandise, and helped expand a company with 14.7k followers
- Pitched and communicated to clients with a team

Social Media Coordinator

Duck TV
January 2020-June 2021

- Created content for 3 student-done short films and shows
- Generated excitement for upcoming shows through social posts and interaction
- Analyzed content posts for growth and adjusted accordingly

Assistant Director of Production

Student Alumni Association
September 2020-May 2021

- Led a team of production interns to create promotional videos and social content for an organization with 250,000 members
- Photographed and oversaw the planning, execution, and completion of networking events for 300+ students and alumni
- Completed outreach to high-profile alumni for participation in social posts, videos and events