



# KAITLIN WILLEM

*Public Relations & Marketing Specialist*

## EXPERIENCE

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### BLEND

*Public Relations Specialist | December 2019 - Present*

- Up-kept internal documents & lists with data from around the company
- Coordinated with marketing, brand & content leads for collaborative projects
- Worked with executives for speaking engagements, reporter inquiries & interviews
- Helped plan a media event for San Francisco area reporters

### LAUNCHSQUAD

*Account Coordinator | September 2018 - July 2019*

- Managed client teams' internal & external activities week to week
- Submit clients for speaking engagements, events & awards
- Structured content launches through media lists & pitching assets
- Shared team PR efforts in weekly reports & media audits around content launches

### INDUSTRY HUB

*Brand Associate | January 2018 - September 2018*

- Managed remote team research & data input
- Organized awareness events, including the SXSW Kick-Off Concert in Austin, TX
- Garnered an understanding of university D&I policies

### NISSAN & COUNTRY MUSIC ASSOCIATION FOUNDATION

*Student Contractor | August 2016 - December 2018*

- Provided research & analytic based insights on Millennial consumption habits to Nissan North America Executives in Nashville, TN
- Created content & strategy for 2016 & 2017 Sassafras Food Memories Festival
- Managed campaign content for 2018 CMA Fest music education awareness efforts

### ALABAMA PUBLIC RADIO (APR)

*Student Reporter | June 2016 - December 2017*

- Wrote, recorded & produced news pieces from across Alabama
- Won first place in the Alabama AP Best College News Feature & was including in the stations 2018 Edward R. Murrow Award application

## PUBLICATIONS

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**APR:** five feature length article; four hours of aired news pieces, both recorded and underwritten.

**Platform Magazine:** two academic articles & three thought leadership pieces on PR practices & current events

**The Chambered Nautilus:** two articles featured in The University of Alabama's English Department Fall 2016 Newsletter

**Upcoming Book Publication:** currently finalizing edits & sourcing agent/publisher for upcoming YA series

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🏠 San Francisco, CA

## EDUCATION

### THE UNIVERSITY OF ALABAMA

*Bachelor's in Communications & Information Sciences*  
*Bachelor's of Arts & Sciences*

Magna Cum Laude | 2018  
Public Relations & English Lit

## SKILLS

- Adobe Creative Cloud Suite
- Brand Management
- Campaign Planning & Execution
- Client Communications
- Content Writing & Editing
- Event Planning
- Internal Communications
- Media Audits
- Media Relations
- Presentations
- Research & Analytics
- Social Media
- Story Boarding
- Time Management & Prioritization