

# Kat Mam

## **JTEKT Toyota Americas Corporation — Social Media Marketing Associate** Jan 2022 - May 2022 (Arlington Heights, IL)

### Social Media and Stakeholder Management

- Engaging with external stakeholders and promoting collaborations to bring exposure to stakeholders.

### Content Creation

- Creating product marketing content, including social media posts, podcasts, blogs, white papers, and press releases.

## **Italy-America Chamber of Commerce — Social Media Coordinator** Oct 2021 - Dec 2021 (Remote)

### Social Media and Stakeholder Management

- Managed the growth of @iaccnewyork (7.3%) and @yexcommittee (28%) Instagram and LinkedIn through an organic growth strategy using targeted daily engagement with relevant stakeholders.
- Primary community manager to ensure a consistent and engaging voice.
- Engaging with external stakeholders and promoting collaborations to bring exposure to stakeholders.

### Content Creation

- Refreshed marketing materials and branding across platforms.
- Introduced a new line of marketing materials for @yexcommittee account to diversify following.

## **Japanese American Service Committee — Social Media Consultant** Aug 2021 - Oct 2021 (Remote)

### Advising

- Conducted weekly social media audits.
- Advised on most up to date practices with the running of @jasc\_chicago through written reports and live presentations.
- Wrote and revised strategy to best meet the organization's goals.

## **German American Cultural Center — Marketing & Communications Intern** Aug 2021 - Oct 2021 (Remote)

### Research

- Conducted research on expanding the organization's social presence.
- Wrote potential strategy and recommendations regarding social

### Personal Statement

Communication graduate proficient in written and visual content creation, social media growth and management, and public relations campaigns.

Ready to rock 'n' roll when you are.

### Contact Information

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### Education

BA in Communication with minors in German and Spanish from the University of Illinois Chicago.

Graduated summa cum laude and with college honors.

Finished degree in 2.5 years.

### Skills

Production of both written and visual content with Canva, Movie Studio Platinum 13, & Microsoft Office.

Learning Adobe Suite.

Collaboration across seniority levels.

Working under pressure and tight deadlines.

### Languages

English (Fluent)

Georgian (Proficient)

Spanish (High intermediate)

German (High intermediate)

### Published in:

<https://bit.ly/36lAy3G>

media expansion.

### **Content Creation**

- Contributed to 'Thank a German' blog series and local German success stories.
- Refreshed marketing materials and branding across platforms.
- Introduced a new line of marketing materials for @dankhausgerman account to diversify following.
- Wrote a press release about upcoming events.

### **Social Media and Stakeholder Management**

- Managed the growth (+5%) of Instagram account through an organic growth strategy using targeted daily engagement with relevant stakeholders.
- Primary community manager to ensure a consistent and engaging voice.

## **Healthy West Chicago — Marketing & PR Intern** May 2021 - Aug 2021 (Remote)

### **Public Relations**

- Conducted research into relevant local organizations to contact
- Wrote press releases
- Pitched to local media outlets and organizations.

### **Content Creation**

- Started the blog and contributed to the running newsletter.
- Refreshed marketing materials and branding across platforms.
- Introduced a new line of marketing materials for @healthywestchi account to diversify following.

### **Social Media and Stakeholder Management**

- Managed the growth (+132%) of Instagram account through an organic growth strategy using targeted daily engagement with relevant stakeholders.
- Primary community manager to ensure a consistent and engaging voice.
- Engaging with external stakeholders and promoting collaborations to bring exposure to stakeholders.