

H. KATHLEEN MUSICK

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EDUCATION

Auburn University, Harbert College of Business

Auburn, AL

Bachelor of Science in Business Administration

May 2023

- Major: Marketing
- Double Minor: Industrial and Graphic Design Processes and International Studies
- GPA: 3.88
- Honors: Summa Cum Laude, Dean's List (7 semesters)
- Study Abroad: Joseph S. Bruno Abroad Program, 3 months in Italy

COMPUTER SKILLS

Highly skilled in Adobe Illustrator, Final Cut Pro, and Microsoft Office Suite (Excel Expert Certified); proficient in Photoshop, WordPress, InDesign, Lightroom, Adobe Acrobat

EXPERIENCE

Adobe

Auburn, AL

Student Ambassador

October 2021 – May 2023

- Organized and led workshops that demonstrated the versatility of the Adobe Creative Cloud as well as the basic skills associated with all Adobe products
- Strengthened skills in Adobe computer software programs
- Interacted with 200+ fellow ambassadors across the world

LeadAbroad

Remote

Digital Marketing Intern

May – August 2022

- Created and posted 50+ videos to company's TikTok, while maximizing the value of staying on trend to cater toward the platform's algorithm to reach target audience
- Generated 450+ new customer interest leads through TikTok alone
- Increased follower count by 6,000 persons in four months and reached company's long-time goal of 2M+ views on several videos
- Managed the collection of 800+ college students' photo and video content, while additionally leading 26 social media interns

CAMPUS INVOLVEMENT

Kappa Delta, *Vice President of Public Relations*

November 2020 – November 2021

- Organized all communication forms including email, text, and social media to ensure efficient communication among 200+ active sorority members
- Utilized good communication skills with community through event advertisement via social media to raise over \$30,000 for Special Deliveries and Prevent Child Abuse America
- Developed plans to increase personal practice of marketing and technological strategies, especially in the area of social media branding
- Delegated tasks to over 15 appointed officers who worked under my leadership position

Miss Auburn Campaign, *Head of Marketing and Graphic Design*

December – February 2022

- Directed and edited campaign winning videos that were viewed by over 20,000 users
- Crafted logo and all graphic materials used during campaign, including t-shirt design, merchandise design, infographic design, and more

