

Katelyn N. Ling

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Professional Experience

Communications Specialist | Second Baptist School

August 2023 – Present

As a Communications Specialist at Second Baptist School, I oversee communication strategies for five vital departments, including Athletics, Advancement, Admissions, Middle School and Upper School.

- Develop and design engaging email campaigns to effectively communicate with stakeholders.
- Write articles for our website, highlighting school achievements and initiatives.
- Lead graphic design projects, collaborating with agencies to produce visually appealing materials.
- Manage print production processes, ensuring high-quality standards for all major print assets.
- Create and curate dynamic social media content, fostering student involvement and community engagement.
- Capture and provide high-quality event photos, enhancing marketing efforts and our social media presence.
- Develop and maintain strong relationships with key stakeholders to enhance the impact and reach of communication efforts across departments.

Education

Bachelor of Arts: Public Relations and Strategic Communications Management

August 2020 – May 2023

Bachelor of Arts: Advertising

August 2020 – May 2023

- Texas Tech University, College of Media & Communication
- AAF National Student Advertising Competition Winner – Meta Quest 2022

Certifications & Specialized Trainings

Arthur W. Page Center for Integrity in Public Communications

- Introduction to Public Relations Ethics
- Core Ethics
- Ethical Decision Making

Skills

Google Suite • Office365 • Adobe Illustrator • InDesign • Photoshop • Lightroom • Canva • Photography • Finalsite • Digital Marketing • Marketing Strategy • Campaign Planning • Campaign Ideation • Campaign Management • Event Management • Crisis Communication • Problem Solving • Press Releases • Copywriting • Community Relations • Recruitment • Project Management • Social Media Management • Content Creation

Leadership Opportunities

Second Baptist School Communications Fellow Mentor

August 2023 – Present

Texas Tech College of Media & Communication Dean's Student Ambassador

August 2021 – May 2023

Kappa Delta Sorority

August 2020 – May 2023