Please take a look
at my Online Portfolio at
www.katyherron.yolasite.com

Katy M. Herron
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Antigo, WI 54409
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PROFICIENT SKILLS

- Computer: Microsoft Word, Microsoft Excel, Outlook, Windows XP, Microsoft Power Point Adobe Creative Suite CS3 – CS5 (InDesign, Illustrator and Photoshop).
- Organization: Filing, Booking, Multi-tasking, Creating and managing schedules and calendars
- Multiple years of working in Customer Service.
- Excellent communication skills both written and oral

EXPERIENCE

Ellsworth Cooperative Creamery
Store Management/Graphic Design/Marketing Assitant – August 2011 to November 2012

- Create print advertising and sales materials and collaborate on marketing ideas and themes.
- Take photos for advertising and marketing materials
- Attend and work trade shows and marketing functions
- Manage multiple store employees and daily functions of the store
- Choose new, unique, and high sales volume products for store inventory
- Create and maintain excel spread sheets and Standard Operating Procedures

Northcentral Technical College – Student Life
Graphic Designer – May 2010 to June 2011

- Design advertising materials for Student Life events
- Re-vamp and maintain social media outlets for the Student Government Board
- Be a source of knowledge for students coming through Student Life

Wagner Shell
Station Attendant: Antigo (station and corporate office) and Elcho – January 2010 to August 2011

- Provide excellent customer service to patrons
- Maintain a clean and functional area throughout shift
- Stock and maintain full product levels
- Minor accounting and office help

Results Broadcasting
Advertising Account Executive: Coyote 93.7 – August 2009 to January 2010

- Create marketing plans and sell advertisement opportunities to accounts
- Manage over 200 accounts
- Write advertising copy for radio commercials

EDUCATION

Graphic Communications Technologies/Marketing and Sales
Northcentral Technical College – Wausau, Wisconsin
Studied from January 2010 – December 2011

Bachelors of Science in Journalism (Advertising/Public Relations emphasis)
University of Wisconsin Oshkosh - Oshkosh, Wisconsin
Graduation Date: May 2009

Relevant Class Experiences: Advertising Copy Layout, Magazine Editing and Production, Public Relations Techniques, Public Relations Campaigns, Travel and Documentary Photography in England, Print Estimating, Advanced Page Layout.