

**Katie M. Federman**  
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**SUMMARY:**

Ambitious advertising student seeking internship

- Strong writing and editing skills
- Social media and photography experience (Canva, Instagram, TikTok, DLSR cameras)
- Ability to work in teams or autonomously and meet deadlines

**EDUCATION:**

**THE PENNSYLVANIA STATE UNIVERSITY** – University Park, PA  
Donald P. Bellisario College of Communications  
B. A. in Advertising  
Minor - Psychology

expected graduation May 2023  
GPA: 3.61  
Dean's List

**ADVERTISING  
AND PUBLIC  
RELATIONS  
EXPERIENCE:**

**VIZION GROUP PR**

*Intern*

June 2022 – August 2022  
Berwyn, PA

- Wrote and edited press releases for client events (American Century Championship Celebrity Golf Tournament, Advanced Pro Golf Association Tour, National Dog Show)
- Assisted with ticketing website launch for the National Dog Show
- Pitched and wrote a blog for the National Dog Show website
- Utilized Meltwater to identify additional media contacts
- Participated in client meetings

**JEWISH RELIEF AGENCY**

*Community Outreach Intern*

July 2022 – August 2022  
Philadelphia, PA

- Created flyers and social media posts in Canva
- Wrote and edited press releases for distribution to media outlets
- Drafted and distributed external emails to volunteers and donors

**DEVON REVIEW**

*Social Media Content Intern*

September 2022 – December 2022  
University Park, PA

- Created Tik Tok and Instagram content targeted towards college students searching for jobs
- Assisted in creating content for a beta website

**ADVERTISING CAMPAIGNS**

*Student*

August 2022 – December 2022  
University Park, PA

- Worked with a team to write and create an advertising campaign for CeraVe
- Developed a campaign book in Canva
- Pitched a presentation of our campaign including our research, strategy, and creative

**CAMPUS  
INVOLVEMENT:**

**DELTA PHI EPSILON SORORITY**

*Social Coordinator/ Active Member*

January 2021- Present  
University Park, PA

- Coordinate and organize social events with other Greek organizations
- Attend sisterhood events
- Raise money for THON, ANAD, and Cystic Fibrosis Foundation

**PENN STATE SOCIOLOGY 30**

*Teaching Assistant*

January 2022 – May 2022  
University Park, PA

- Selected by professor to assist with class
- Proctored exams, graded essays and assisted up to 130 students with course material questions

**OMEGA CHI SIGMA PROFESSIONAL DEVELOPMENT  
ORGANIZATION**

*Active Member*

January 2021- Present  
University Park, PA