

KATIE HOWE

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EDUCATION

Miami University

2021 - 2025

Bachelor's of Science in Marketing
Minor in Communication (Graphic) Design

EXPERIENCE

Student Project Manager

January 2025 - Present

Highwire Brand Studio | Oxford, OH

Established high team expectations, in a group of nine members, while acclimating to a fast-paced, competitive environment.

Utilize databases and market research to position our client's product in the active shooter response industry.

Designed to simulate the work structure advertising agency.

Social Media Consultant, Server

August 2023 - Present

Oxford Sushi King | Oxford, Ohio

Enhanced customer satisfaction and operational efficiency by leveraging Toast POS expertise and providing exceptional, friendly service, resulting in 'Employee of the Month' recognition.

Surpassed server expectations by designing, facilitating, and promoting restaurant merchandise.

Ideated, designed, and managed social media posts to increase social media engagement, customers, and sales.

Social Media and Marketing Intern

May 2024 - August 2024

Chicago 20something | Chicago, IL

Assisted in the brainstorming, development and execution of social media strategies across platforms including Facebook, Instagram, and TikTok.

Participated in the creation of marketing collateral, such as posts, videos, flyers, websites, and more, using Canva, Adobe InDesign & Illustrator, and Weebly.

Conducted market research to identify and connect with potential clients.

Aided in the planning and production of Chicago's biggest Bar Crawl, "The Mustache Crawl," consisting of over 30 bars and over 16,000 attendees.

Marketing Campaign Co-Op

February 2024 - April 2024

Curiosity Advertising | Cincinnati, OH

Conducted research through individual interviews, focus groups, and surveys, while utilizing Miami University's database resources for secondary research.

Developed a marketing campaign for Absorbine Jr. Pro in response to a prompt, including identifying target markets, creating marketing collateral via Canva and Adobe InDesign, and establishing key performance indicators.

Workshop through various iterations while receiving feedback from company representatives, peers, and instructors.

Digital Content Intern

May 2023 - July 2023

LUX WMN Magazine | Differdange, Luxembourg

Developed innovative concepts, conducted in-depth research, and produced engaging written content on various feminism-related topics for a global audience.

Leveraged WordPress and Canva to create and format high-quality content to increase target audience social awareness.

Adapted effectively to a multicultural work environment by fostering strong communication, embracing diverse perspectives, and ensuring collaborative success across teams from different cultural backgrounds.

EXTRACURRICULARS

Women in Business

August 2022 - May 2023

Miami University | Oxford, Ohio

Develop relationships with other female business students, specifically in terms of peer review, networking, and professional and emotional support.

Alpha Phi

January 2022 - May 2024

Miami University | Oxford, Ohio

Held an appointed position within the DEI Team to advance social awareness and responsibility within the chapter and beyond.

Engaged in social, philanthropic, and team-building activities to strive for exceptional excellence.

