

KATIE HOWE

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EDUCATION

Miami University

2021-2025

Bachelor of Science in Marketing from the Farmer School of Business
Minor in Communication (Graphic) Design

EXPERIENCE

Highwire Brand Studio – Student Project Manager

Oxford, OH | January 2025 – May 2025

Awarded **"Best Overall Campaign"** in the Highwire Senior Capstone for creating and presenting a comprehensive marketing plan. Executed an integrated marketing and design strategy tailored to a client in the active shooter preparedness space, aligning creative concepts with market demands. Conducted in-depth primary and secondary market research using industry databases to guide brand positioning. Maintained high team standards in a fast-paced, competitive environment modeled after a professional advertising agency.

Oxford Sushi King – Social Media Manager

Oxford, OH | August 2023 – May 2025

Achieved a **15% growth in Instagram followers**, a **58% increase in reach**, and a **68% increase in Facebook views with a nearly 200% increase in reach** through strategic content development. Designed, promoted, and sold restaurant merchandise, surpassing performance expectations for a front-of-house role. Created, scheduled, and managed digital content across social platforms to increase foot traffic and brand visibility among local and student demographics.

Chicago 20something – Social Media & Marketing Intern

Chicago, IL | May 2024 – August 2024

Supported the planning and execution of **"The Mustache Crawl"**, a **30+ venue event with 16,000+ attendees**, through promotional content and on-site coordination. Contributed to social media campaign development across Instagram, TikTok, and Facebook, targeting young professionals and urban nightlife audiences. Designed a wide range of digital and print collateral using Canva, Adobe InDesign, and Illustrator, while helping maintain Weebly-hosted web content. Conducted outreach and market research to identify and engage potential clients.

Curiosity Advertising – Marketing Campaign Co-Op

Cincinnati, OH | February 2024 – April 2024

Developed a complete marketing campaign for **Absorbine Jr. Pro**, identifying target segments and producing collateral via Canva and Adobe InDesign. Designed key performance indicators (KPIs) and iterated campaign strategies based on feedback from agency professionals, peers, and instructors. Conducted consumer research using interviews, surveys, and secondary data from Miami University's marketing databases.

LUX WMN Magazine – Digital Content Intern

Differdange, Luxembourg | May 2023 – July 2023

Produced written and visual content on global feminism topics, increasing audience engagement through WordPress and social sharing tools. Designed blog layouts and promotional graphics using Canva to elevate reader experience and visibility. Adapted to a multicultural team, collaborating across languages and cultural norms to align content tone with LUX WMN's mission and international audience.

EXTRACURRICULARS

Alpha Phi Sorority – Diversity, Equity & Inclusion Team Member

Miami University | January 2022 – May 2024

Served on the DEI team to foster chapter-wide awareness, inclusivity, and social impact programming; actively participated in philanthropy and community-building initiatives.

Women in Business – Member

Miami University | August 2022 – May 2023

Engaged in peer networking, mentorship opportunities, and career development workshops aimed at empowering women in corporate environments.

