

Kathryn Jerath

The Woodlands, TX 77389

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KEY STRENGTHS

- Community Relations
- Corporate Communications
- Brand/Reputation Management
- Digital/Social Media Marketing
- Copywriting & Editing
- Event Planning & Coordination

EDUCATION

Purdue University | West Lafayette, IN

Master of Science (M.S.) Integrated Marketing Communication & Advertising | August 2020

University of Texas-Permian Basin | Midland, TX

Bachelor of Arts (B.A.) Corporate Communications; Management | May 2018 | *Summa cum laude*

PROFESSIONAL EXPERIENCE

Anadarko / Occidental Petroleum Corporation | The Woodlands, TX ————— Jan. 2015 - Present

Communications Analyst, Content & Messaging Strategy

- Develop written content for internal (intranet, employee newsletter, internal comms) and external (org website, social media) publications capturing an audience of 4,500+; creation, curation and publishing of social media marketing initiatives to drive traffic, engagement, and leads; manage and maintain company social media accounts with integrated approach; develop and maintain social publishing editorial calendar in alignment with brand and reputation management initiatives; measure, report, and refine tactics based on KPIs such as reach, engagement, sentiment, and conversions; coordination of digital assets and content for corporate intranet/website and social media; cultivate relationships with journalists and fielded media inquiries; develop and publish press releases

Creative Property Restoration | Houston, TX ————— Jan. 2013 - Dec. 2014

Production Coordinator & Client Relations

- Co-managed up to 3 residential remodeling projects at a time; coordinated open house events for marketing purposes; managed social media presence, marketing, and client relations; delegated and coordinated construction crews and subcontractors; developed and maintained online client portal; assisted in bid preparations

PennyBurners.com | Houston, TX ————— April 2010 - Dec. 2012

Director of Public Relations & Marketing

- Conducted public relations for niche news blog, forum, and advertising platform that served more than 1,000+ industry customers; performed data analysis and newsgathering; wrote and edited press releases and advertising copy for clients; co-hosted weekly podcast on industry (penny auctions) topics, attracting 200+ listeners per episode

Tuccelli's Touch | Houston, TX ————— Oct. 2008 - June 2011

Owner/Operator

- Founded commercial and residential detailing company; designed and produced creative marketing products (flyers, business cards); managed staff, marketing, accounting, supply inventory, client relations, and all aspects of the business.

OTHER RELEVANT EXPERIENCE

- **Representative of corporate leadership team for Anadarko's LiveSAFE program (2019)**
 - As the Corporate Communications representative/liaison, I was responsible for proposing, from a communications/marketing perspective, how best to market and promote the LiveSAFE program and its various initiatives to Anadarko's 4,500+ employees. This included designing comprehensive communication campaigns to disseminate a specific message across a variety of mediums using creative text, graphics and audio/visual tools.
- **Board of Directors for LEEDR Permian, a young professionals group (2018-2019)**
 - As founder of the LEEDR (Leadership through Energy Education, Development and Relations) branch for the Permian Basin office, I was responsible for all administrative tasks, including communications and marketing, and for the Relations arm. My responsibilities involved actively cultivating positive relationships with community organizations and public leaders to involve Anadarko employees in volunteerism efforts within the community. Additionally, I planned employee networking and entertainment events for 300+ employees.
- **Board of Directors for Midland Need to Read, a nonprofit adult literacy program (2018-2019)**
 - As a board member, I used my voice and vote to promote sound, ethical, and legal governance and financial management policies, as well as to ensure the organization had adequate resources to advance its mission. I also secured sponsorships and participants for the program's fall 2019 fundraising event.