

# KAITLYN MAYER

## PROJECT MANAGEMENT

KAITLYNMAYERMEDIA@GMAIL.COM 217-691-9949

### EDUCATION

Illinois State University Normal, IL  
Bachelor of Science: Mass Media - Interactive Media August 2015- May 2019

### EXPERIENCE

**A Perfect Promotion** Morton, IL  
*Project Lead* September 2019- April 2020

- Communicated with clients, sales representatives and vendors to ensure client promotional products were designed properly and delivered by deadline
- Assisted companies with brand development through promotional products and graphic design
- Tracked projects to ensure that deadlines were met and rush orders were accommodated
- Advertised promotional products through social media, email, and infographics
- Collaborated with the sales team to source promotional items and vendors
- Maximized and calculated profit for sales with tight budgets
- Managed the licensing requirements between A Perfect Promotion and major universities

**103.3 WZND** Normal, IL  
*Multimedia Director* August 2016- May 2019

- Created and managed a national award-winning website
- Customized advertisements requested by clientele
- Hired, maintained, and guided a staff of 10 interns
- Implemented an organizational system for the department to store files
- Coordinated with 12 other WZND departments for content management
- Scheduled, prepared, and held weekly office meetings
- Originated WZND holiday logos, specialty show logos, geofilters, and other various designs
- Photographed sporting events, in-house events, and edited photos

**89.1 WGLT - National Public Radio** Normal, IL  
*Development Support Staff* August 2018- May 2019

- Assisted in planning, budgeting, and execution of promotional and special events with attendance ranging from 100-1500 people
- Edited and maintained community event listings on WGLT.org
- Modified promotional materials (flyers, brochures, and social media graphics) to promote WGLT and clientele

### SKILLS

- Adobe Creative Cloud
- Wordpress
- Project Management
- Website Design
- Digital Advertising
- Social Marketing
- Branding

### ACHIEVEMENTS

- College Broadcasters, Inc. - National Student Production Award Winner: 1st Place Best Student Media Website for WZND.com (Fall 2019)
- WGLT Inaugural Scholarship Recipient (Spring 2019)
- Illinois Broadcasters Association - Silver Dome Award Winner: 1st Place Best Use of New Media for WZND.com and WZND Social Media (Fall 2016, 2017, 2018)