

KATELYN PARSONS

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PROFESSIONAL EXPERIENCE

Carpe Diem Community Solutions, Panama City, FL

2018 to Present *Graphic Designer*

- Responsible for designing marketing and business collateral including, but not limited to, website graphics, custom road maps, event branding elements, and e-blast graphics.
- Works closely with President, Vice President, and several Community Outreach Specialists to ensure the success of marketing campaigns through visual elements.

Panama City Beach Chamber of Commerce, Panama City Beach, FL

2015-2018 *Magazine Editor & Director of Communications*

- Solely responsible for managing the design, layout, editorial content, photography, ad artwork, budget, and features for The Circuit magazine.
- Responsible for the maintenance and success of all publications, by ensuring the following: each publication consistently meets required print deadline, each publication is publicly promoted, distribution of publications are effective and immediately implemented, and featured article and advertising requirements are met.
- Coordinated and supervised photoshoots as needed for all publications.
- Worked cohesively with Management to ensure the successful accomplishment of the budgets and goals for each publication or form of advertising media within marketing.
- Responsible for writing Press Releases for events or special announcements.
- Responsible for the development and implementation of marketing and public relations plans, including social media marketing.
- Designed and implemented marketing collateral, including publications, brochures, e-blasts, flyers, and event promotional materials.

Driven PR & Marketing, Panama City Beach, FL

2014-2015 *Creative Director*

- Established and maintained positive publicity and cooperative business-to-business relationships for clients.
- Developed and maintained all clients' brand identities through creating consistent marketing collateral and campaigns.
- Created all digital and print marketing material, including, but not limited to, logos, brochures, and retail merchandise design.
- Consistently consulted with clients to ensure appropriate changes were made to best meet clients' needs.
- Planned and executed a variety of cause-related events for fundraising purposes.

Beachy Beach Real Estate, Panama City Beach, FL

2013-2014 *Public Relations & Communications Intern*

- Prepared and edited company publications for website blog, social media, and marketing.
- Reviewed and corrected errors in content, grammar, and punctuation of all business material.
- Planned and executed cause-related and community events and campaigns.

Florida State University Public Relations Program, Panama City Beach, FL

2012-2013 *Public Relations Advisor*

- Worked directly with local businesses that were facing challenges in their current communications efforts.
- Researched advertising trends within clients' industry in order to develop strategies to effectively reach clients' target market.
- Developed and presented public relations and marketing programs designed to help local businesses resolve problems.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Professional Communication with Minor in Recreation Tourism and Events, *Florida State University*
Dale Carnegie Course Skills for Success, *Dale Carnegie & Associates, Inc.*

Principles of Management, *BAYSOLUTIONS, Inc.*

Teambuilding in the Workplace, *BAYSOLUTIONS, Inc.*