

Katie Mucci

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EDUCATION

BACHELOR OF ARTS

Major: Journalism and Mass Communications

Emphasis: Public Relations and Advertising Media

Minor: Business Administration

University of Northern Colorado

Graduation Date: May 2014

Overall GPA: 3.28

INTERESTS & HOBBIES

Graphic Design | Writing | Basketball | Football | Traveling | Meeting new people | Social Media | Arts and crafts

SOFTWARE SKILLS



Photoshop CS6
Advanced, 7 years



Adobe Illustrator CS6
Intermediate, 2 years



Adobe InDesign CS6
Expert, 7 years



Mac OSx
Intermediate, 3 years



Windows
Expert, 10+ years

WORK EXPERIENCE

2 YEARS SPORTS & MARKETING EXPERIENCE // 5 YEARS CUSTOMER SERVICE, SALES & WORK EXPERIENCE

ASST. DIRECTOR OF COMMUNICATIONS AND NEW MEDIA | SOUTHERN COLLEGIATE ATHLETIC CONFERENCE

August 2014 - Present

- Serve as main contact for 10 varsity sports in the conference
- Create graphic designs for all social media, website and championship purposes
- Work with Lids Team Sports to create scacstore.com
- Work with sports information directors at each member institution to ensure proper coverage of all sports and activities
- Attend each SCAC Championship to help coordinate the event and present trophies/awards. Also in charge of video editing, photography and social media as needed during event
- Choose "Player of the Week" awards various sports
- Run @scac_sports Instagram account, the most followed account among Division III conferences (over 1000% growth since September 2014)
- Act as co-host of the 2015 NCAA Swimming & Diving Championships and run all social media during event
- Other duties as assigned

CUSTOMER SERVICE EXPERT | JCPENNEY INC.

November 2010 - July 2014

- Provide customers with a first-class shopping experience, encouraging them to make repeat purchases
- Help train all new associates on the P.O.S. system and teach them the company's "CORE Standards"
- Assist the store manager with ideas to strengthen employee engagement, such as contests, events, parties and prizes
- Encourage associates to meet goals given to the store by the corporate offices

SPORTS INFORMATION INTERN | NORTHERN COLORADO ATHLETIC DEPARTMENT

August 2013 - June 2014

- Write a weekly sports newsletter to be sent to the Blue and Gold Club, a group of 1,000+ UNC alumni and donors
- Design program covers for volleyball & wrestling, as well as other sports when needed
- Write press releases for men's and women's golf
- Use social media to give live updates during events as well as to advertise upcoming events
- Design infographics to be used on social media and on the UNC athletics website
- Assist Sports Information Director with any miscellaneous tasks, as necessary

MARKETING MANAGER | THE MIRROR - STUDENT NEWSPAPER

August 2013 - May 2014

- Use social media to interact with followers and UNC students
- Coordinate events to celebrate The Mirror's 95th birthday
- Personally pass out 400+ newspapers on campus weekly
- Work with local business owners to acquire donations for contest prizes
- Monitor social media statistics (Facebook Insights) and work with other staff members to increase reach and engagement

** In my tenure with The Mirror, the Facebook page became one of the most "liked" publications in Colorado. The page saw a 30%+ increase in "likes" as well as increasing reach and engagement by 700%+ during events surrounding The Mirror's 95th birthday**

GRAPHIC DESIGN PORTFOLIO: <http://www.behance.com/katiemucci>

Thank you for
your consideration.

References

DWAYNE HANBERRY | SOUTHERN COLLEGIATE ATHLETIC CONFERENCE

Commissioner

Known for: One year

Relation: Employer

Phone: (678) 869-5450

Email: dhanberry@scacsports.com

HEATHER KENNEDY | NORTHERN COLORADO ATHLETIC DEPARTMENT

Sports Information Director

Known for: One year

Relation: Internship supervisor/Boss

Phone: (970) 351-2534

Email: heather.kennedy@unco.edu

DR. LEE ANNE PECK | UNIVERSITY OF NORTHERN COLORADO

Journalism and Mass Communications Professor

Known for: Three years

Relation: Professor and advisor

Phone: (970) 351-2635

Email: leeanne.peck@unco.edu

KIRT FERDEN | J.C. PENNEY

Store Manager

Known for: Four years

Relation: Store manager

Phone: (319) 625-2540 ext. 200

Email: kferd1@jcpenny.com

MATT LUBICH | THE MIRROR - UNC STUDENT NEWSPAPER

General Manager

Known for: Four months

Relation: General manager

Phone: (970) 392-9286

Email: gm@uncmirror.com