

KAITLYN BECKERT



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Houston, Texas



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EDUCATION

Texas Tech University Master of Arts

Mass Communication
Emphasis in Advertising
December 2016

Texas Christian University Bachelor of Arts

Journalism & Digital Media
Minor in Photography
May 2015

SKILLS

Computer Software

Adobe Creative Suite
Microsoft Office
Final Cut Pro X

Coding/Programming

HTML
CSS | SCSS
PHP
JavaScript | jQuery

Content Management

WordPress | WooCommerce
Craft
Luminate
Drupal
Joomla!

Database Management

MySQL
Oracle
Microsoft Access

Email Marketing

Marketo
Salesforce Marketing Cloud
Mailchimp
Oracle Eloqua
ConvertKit

Web Analytics

Google Analytics
Tableau
Charbeat

Social Media Management

FB Business Manager
FB Creator Studio
Agorapulse
Hootsuite

EXPERIENCE

Love Advertising // Web & Email Designer & Developer

May 2018 – Present // Present

Design & develop client websites and landing pages, which utilize content management systems and custom code using HTML, CSS, PHP & JavaScript. Transform wireframes into functional, responsive websites. Perform usability tests prior to website launch. Develop and execute email campaigns. Create reports/presentation decks and develop metrics that track email campaign success and web performance.

The Owen Group // Web Designer & Developer

December 2016 – May 2018 // Lubbock, Texas

Planned, developed and maintained client websites, which utilized content management systems and custom code using HTML, CSS, PHP & JavaScript. Set standards for design and created wireframes with art department. Wrote and edited web content. Developed email newsletters and campaigns.

Griffin Wink Advertising & Warehouse75 // Web Designer & Developer

January 2016 – September 2016 // Lubbock, Texas

Hired after successful internship. Designed and maintained client websites and online content. Developed and delivered interactive, quality websites and components in a timely manner. Utilized CMS and custom code.

The 109 // Managing Editor

January 2015 – May 2015 // Fort Worth, Texas

Oversaw news coverage for a website covering southwest Fort Worth. Directed 30 student reporters. Edited and published news articles. Contributed to the redesign and rebranding of publication's website, which utilized a CMS.

TCU Student Media // Various Positions

January 2013 – May 2015 // Fort Worth, Texas

- Anchor & Producer for TCU Sports Now: January 2015 - May 2015
- Associate Editor for IMAGE Magazine: January 2015 - May 2015
- Managing Editor for TCU 360: May 2014 - December 2014
- Other positions included Photographer, Copy Editor, Designer & Reporter

INVOLVEMENT

Canine Companions for Independence

Vice President, Puppy Raiser // August 2019 – Present

Provide support to president; focus on recruitment and mentorship. Create annual chapter outreach and marketing plan. Raise puppies for two years; train basic obedience and socialize in public places.

Marketing Communications Chair, Puppy Raiser // May 2017 – August 2019

Maintain and update chapter website. Raised puppies for two years while training basic obedience & socializing in public places; recruited volunteers.

Guide Dogs for the Blind

Web Administrator, Team Leader, Raiser // September 2014 – March 2017

Created and maintained state website. Held meetings to teach raisers how to care for and train puppies; organized engaging events for both puppies and raisers; recruited volunteers. Raised puppies for approximately one year while training basic obedience & socializing in public places.