

Katie Brooks Boone

2930 Pahokee Trace, Birmingham, AL 35243|205.789.6915| kbb0021@auburn.edu

EDUCATION:

Auburn University, Auburn, AL

May 2018

Bachelor of Liberal Arts in Public Relations

Minor: Marketing

Cumulative GPA: 3.8/4.0

- Awards: SEC Honor Roll 2014-2015, 2015-2016, 2016-2017; Spirit of Auburn Academic Scholarship August 2014-May 2018; Robert E. Young Brown and Walter Lee Brown Endowed Scholarship
- National Collegiate Athletic Scholar member 2016-2017

EXPERIENCE:

Jack Smith Consulting

September 2017-Present

Assistant Intern

- Create strategic communication plans for clients in order to improve brand image via social media platforms

Auburn Athletic Events Management

October 2017-Present

Student Worker

- Assist in all game day operations and set-up
- Conduct customer service for fans during events
- Work with team to ensure organized operations and enhanced fan experience

Under Armour

May-August 2017

Sports & Brand Marketing Intern

- Worked cross-functionally to develop strategic campaigns for upcoming product launches
- Assessed current social media presence and developed strategic cadence and voice moving forward with campaign and product launch integration
- Developed Return on Investment plan to be used cross-categorically when assessing the brand value of and athlete
- Created social media and seeding activation plan for the “Bandit 3” running shoe
- Facilitated Run product seeding for “Unlike Any” Women’s Campaign

Auburn University Athletics

August 2016-May 2017

Strategic Communications Intern

- Monitor Auburn athletics social media
- Manage Snapchat account for Auburn Athletics at sporting events
- Work with director of strategic communication on any projects, issues that may arise

Auburn Network; ESPN Affiliate Radio

August-December 2016

Intern for 106.5 “The Drive”

- Maintain standards for ESPN production
- Participate in daily radio show production “The Drive”
- Operate production board during scheduled broadcasts
- Edit audio recordings for *The Drive*
- Market “The Drive” via social media outlets

LEADERSHIP:

Student Athlete Advisory Committee, Auburn, AL

August 2015- Present

Track Representative

- Liaison between the track team and the athletic department
- Communicate needs/concerns among the track team with academics and athletics
- Provide feedback during meetings, monthly, in regards to ongoing progress and upcoming events

- Coordinate and develop volunteer opportunities

Secretary

- Record all SAAC events and meetings
- Email representatives and senior administration concerning upcoming events and meetings
- Plan all SAAC meetings and events with other executive members

Auburn Leadership Institute, Auburn, AL

August 2015-Present

Emerging Leader

- Mentor incoming freshman and transfer students to equip them with productive coping strategies for time and stress management
- Lead monthly meetings with members to develop ongoing active campus engagement