



KATRINA GLENN

COMMUNICATIONS MANAGEMENT

EXPERIENCE




NATIONAL DIVERSITY COUNCIL

January 2019 - Present

Interim Director of Communications

- Collaborates with the management team to implement a cohesive communications strategy as it supports the mission
- Draft and edit communications policies, statements, branding materials, and marketing collateral
- Creates metrics to analyze social media content, digital ads, and website traffic
- Develop and implement a strategy around PR, social media campaigns, advertisement, marketing, and internal/external communications
- Manage live social media coverage for events and promote follower engagement and brand consistency
- Progressively managed seven individuals across three teams to increase work productivity and new projects
- Manage and implement cross-functional department collaboration for internal and external communications
- Create and track paid social media ads
- Create a yearly department budget while addressing efficiency and cost savings
- Project managed, content writer, and produced the 2023 Annual Report
- Produce a monthly C-Suite newsletter with an average monthly view of 2,000+
- Develop social campaigns centered around diversity, equity, inclusion, and belonging (DEI&B) topics and communities
- Co-chair of employee engagement group
- Create strategic marketing plans for e-mail marketing that have increased the open rate by 15% over the last year
- Develop talking points for leadership

CONTACT

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EDUCATION

BACHELOR OF ARTS

Communication & Media Studies

University of Oklahoma

CERTIFICATIONS

Certified Diversity Professional
November 2019, National Diversity Council

SKILLS

- Digital Marketing Media
- Project Management
- Social Media
- Social Media Analytics
- Strategic Communications
- Cision
- Internal and External Communications
- Cross-functional Team Leadership
- Public Relations
- Canva
- Google Analytics
- SEO
- Paid Social Media

Communications Manager

- Developed and executed comprehensive communications strategies to support business goals, including media relations, social media, and brand management
- Manages communication and branding in various online and print platforms such as LinkedIn, X (formerly Twitter), Facebook, and YouTube
- Progressively managed seven individuals across three teams to increase work productivity and new projects
- Assists executive leadership in developing presentations and other important messages
- Analyzed social media analytics to create campaigns, email marketing and content
- Wrote and edited press releases, media pitches, and other materials to promote company news and initiatives
- Led the development of internal and external communications programs, including employee communications, crisis communications, and diversity, equity and inclusion initiatives
- Collaborated with cross-functional teams to ensure alignment and consistency in messaging across all channels

Communications Supervisor

- Creates strategic communication, social, public relations, and marketing plans for all NDC events and initiatives
- Oversee training and continued development of communications staff
- Oversee and manage the communications internship program
- Manage a team of six individuals that span the area of Communications Specialists, Web Designers, and Graphic Designers
- Daily management and content creation for 45 social media accounts (Facebook, Instagram, Twitter, YouTube, and LinkedIn)
- Manage and report social media analytics for all National and state council accounts
- Ensure the adoption and implementation of all strategies in the communications department
- Write and distribute official organizational responses to third-party incidents or social issues
- Media prep and writing on behalf of the Founder and CEO
- Review and approve all content in newsletters, program books, and email blasts before publication - Assist in recruiting new talent to join the communications department
- Manage training and continued development of communications staff
- Manage the communications internship program

Junior Communications Specialist

- Daily management and content writing for 31 social media accounts (Facebook, Instagram, Twitter, YouTube, and LinkedIn)
- Project lead for social media analytics for the National accounts
- Created 2019 Organization Annual Report
- Cultivate new marketing ideas and campaigns for social media marketing
- Digital graphic design
- Generated \$50,000 in revenue through a social media campaign with Skyy Vodka
- Recruited and managed interns assisting with daily training and assignments
- External communications and media relations for keynote speakers President Barack Obama, America Ferrera, and General Colin Powell

SPECIALISTS IN OBGYN - FARO, CUNNINGHAM & MEYERS

October 2016 - Jan 2019

Social Media Coordinator / Medical Office Specialist

- Maintain the practice Facebook page (posts, photos, videos, and engagement)
- Create content for the practice page
- Cultivate new marketing ideas for online marketing
- General medical office operations

1ST CLASS TRAINING

February 2015 - August 2016

Social Media Specialist

- Manage and write content for all social media sites (Facebook, Instagram, Twitter, YouTube, Google+, LinkedIn, Pinterest, and Flickr)
- Constant Contact campaigns (Updates, Corporate Wellness, Monthly Newsletters, and Promotions/ Specials)
- Photography and video for events, website, and social media
- Website blogs
- Video creator and video editing
- Create promotional material
- LocBox deal creator and campaign marketing strategies
- Marketing strategies for in-house and social media campaigns
- Created sales and marketing campaigns. Sale and promotions revenue of \$10,000 over the course of seven months
- Increased the company's social media audience by 40%. (With a maximum of 8,000 posts reached)

PIONEER RESEARCH SOLUTION, INC

May 2013 - June 2014

Communications & Marketing Coordinator

- Developed and Manage all social media accounts. (Facebook, LinkedIn, Instagram, YouTube, Twitter, and Google+)
- Develop and design a monthly magazine
- Promotional and marketing material for the clinic, clinical research studies, patients and physicians
- Manage and post internet ads
- Planned and managed Community Outreach programs and workshops (Assistant Community Outreach Lead)
- Design and branding of training material and training reference guides
- Established company website flow and content
- Write source protocol documents for clinical trial studies
- CRM Database and Email Marketing for Clinical Cloud

NATIONAL BASKETBALL ASSOCIATION (NBA)

February 2013

Production Assistant (2013 All Star Weekend)

- Liaison for NBA game performers
- Liaison between departments
- Cueing assistant and runner during All-Star Game, Pre-Game Concert, Rising Star Challenge, and Saturday All-Star Night