

KATHERINE FUTCH

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EXPERIENCE

JANUARY 2020 – PRESENT

PRODUCTION EXECUTIVE, GC360 NEWS ORGANIZATION

- Wrote, edited, and produced weekly news packages broadcasted to Georgia College's campus and the Milledgeville community
- Analyzed Georgia College's positive coronavirus test data and created news packages detailing virus infection statistics, reporting large gatherings occurring on or off campus, and an overview of national news regarding the COVID-19 pandemic
- Covered local news, as well as news around campus
- Team-leader of the COVID analysis team responsible for collecting, analyzing, and reporting COVID results

AUGUST 2021 – PRESENT

NEWS EDITOR, THE COLONNADE

- Responsible for pitching at least two stories a week to contributing writers
- Edit all weekly news stories for print
- Write weekly front-page news story
- Design news section layout in Adobe InDesign
- Coordinate writers, photographers, and other editors
- Participate in a weekly news podcast with the editor-in-chief
- Attend weekly pitch and production meetings

MAY 2021 – PRESENT

BARISTA, STARBUCKS CORPORATION

- Responsible for creating customer connection while working under pressure with high customer traffic
- Perform all opening and closing duties
- Demonstrate teamwork and compatibility by cooperating with co-workers
- Communicate with customers in an effective, efficient, and professional demeanor

MAY 2021 – AUGUST 2021

NEWS INTERN, THE NEWNAN TIMES-HERALD

- Responsible for providing daily pitches relating to news in the community
- Contacted, interviewed, wrote, and edited articles for the bi-weekly newspaper
- Covered large events, such as the Alan Jackson "Where I Came From" concert
- Responsible for acquiring photographs, graphics, etc. for articles

JANUARY 2020 – DECEMBER 2020

STUDENT EMPLOYEE, THE INNOVATION STATION AT GEORGIA COLLEGE & STATE UNIVERSITY

- Creation and distribution of social media and hard copy advertisements announcing special store sales, new product arrival and final closeouts
- Responsible for MSRP inventory product pricing
- Managed store inventory, identified and packaged surplus inventory for future closeout sales
- Received and distributed products
- Assisted customers with technical difficulties
- Responsible for day-to-day facility operation

MAY 2020 – AUGUST 2020

COMMUNICATION & MARKETING INTERN, KONOS ACADEMY

- Identified, contacted and sold school sponsorships to local businesses

- Oversaw and advised advertisement campaign of sponsoring businesses, as well the Konos Academy's drama department
- Frequently communicated with students and families attending Konos Academy regarding tuition, discounts, and further learning opportunities
- Constructed, facilitated and organized files regarding school registration, sponsorship information, financial statements, etc.

EDUCATION

AUGUST 2019 - PRESENT YEAR (ANTICIPATED GRADUATION OF DECEMBER 2022)

MASS COMMUNICATIONS, JUNIOR AT GEORGIA COLLEGE & STATE UNIVERSITY

- Concentration in Journalism and Marketing on the pre-law track, with a minor in Spanish
- Cumulative GPA: 3.8

SKILLS

- Public speaking
- Journalistic writing
- Theatrical Performance
- Editing
- Adobe InDesign
- Adobe Photoshop
- Video editing, specifically Adobe Premiere
- Marketing
- Communication written and spoken
- Adobe Audition
- Proficient in the Spanish language