

Kate Swartwout

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EDUCATION

B.S. in Business Administration and Marketing May 2020
B.S. in Communication, Concentration in Public Relations
Western Carolina University Cullowhee, NC

- GPA: 3.6
- Student-Athlete: NCAA Division 1 Soccer - Captain

EXPERIENCE

Charlotte Checkers - American Hockey League (AHL) Communications Intern Nov. 2018 - June 2019

- A part of 2018-2019 Calder Cup-winning team
- Research, write and publish game recaps, feature stories and internal/external publications
- Handle media-check in, credentialing, press area set up and post-game media availability
- Manage, lead and partake in player/coach and media scrums
- Create on-message social media content for Instagram, Twitter and Facebook
 - Increased organic Instagram followers from 18k-30k, approximately a 67 percent increase
- Coordinate with the creative team to utilize Photoshop for pre-, in- and post-game content
- Act as liaison between team, team officials and local media

Western Carolina University Athletics Social Media Coordinator Dec. 2017- Present

- Research, write and publish game recaps and feature stories
- Facilitate and conduct player, coach and team official interviews for social media and print content
- Create on-message and relevant social media content for @Catamounts social media accounts
 - Leads Southern Conference in organic total followers (75k, 15k higher than next university)
- Use Twitter Media Studio and Snappy TV to create video replays and GIFs for Twitter and Facebook

Ann Taylor, LOFT Sales Associate Nov. 2018-Present

- Communicate effectively with store management, store team and external clients
- Replenish merchandise, process shipment, execute merchandising moves and marketing updates
- Met each period's team goal for new credit card accounts and St. Jude's fundraising
 - Raised \$4,784, exceeding our goal by 111.3 percent, placing us third in our 15-store district

Western Carolina University Admissions Tour Guide Jan. 2018-Present

- Act as the face of Western Carolina University's brand to prospective students
- Lead campus tours of groups from 5-70 prospective students and their families
- Assist WCU's Office of Admissions with prospective student recruitment activities

APPOINTMENTS

Western Carolina University Women's Soccer Captain Jan. 2016- May 2020

- Peer-voted and coach-appointed captain
- Team representative at Catamount Club and Scholarship banquets
- Multitask and prioritize school and soccer responsibilities

WCU Athletic Director Search Committee Committee Member Dec. 2019-Mar. 2020

- One of two student-athletes out of 400 chosen to university chancellor-led, 15-member search committee
- Review resumes and qualifications of over 75 applicants and narrow down to eight to be interviewed
- A part of off- and on-campus interview sessions and act as an advisor to chancellor's final decision

Public Relations Student Society of America (PRSSA) Board Member Jan. 2016- May 2018

- Formulate strategies to increase member enrollment
- Assist in contacting various speakers to attend organization meetings
- Work in a team to utilize social media (Twitter and Facebook) to promote organization events

SKILLS

Software: Adobe InDesign, Photoshop, FinalCut, WordPress, Hootsuite, Snappy TV, Flickr, Squad Sports, Microsoft Word, Excel, PowerPoint, Zoom Video Conferencing

Social Media: Instagram, Twitter, Twitter Media Studio, Facebook, Snapchat, LinkedIn, Pinterest, Tik Tok

Experienced with AP Style and video creation process

REFERENCES

Paul Branecky

VP of Communications and Marketing, Charlotte Checkers

(704) 940-4086

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Denise Gideon

Director of Media Relations, Western Carolina University Athletics

(828) 506-2249

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Chad Miller

Head Women's Soccer Coach, Western Carolina University

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More references available upon request.