

KATELYN RIEDER

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EDUCATION

MOUNT ST. JOSEPH UNIVERSITY

Cincinnati, OH

Bachelor of Arts

Aug 2021 - May 2025

- Major in Liberal Arts; Minors in Creative Writing and Communications & New Media Studies
- Cumulative GPA: 3.85/4.0; Dean's List 2021-2025
- Liberal Arts Student of the Year 2025
- Relevant Coursework: Writing for New Media; Graphic Design Principles; Public Relations in the Digital Age

WORK EXPERIENCE

NORTHERN KENTUCKY UNIVERSITY, HOUSING

Highland Heights, KY

Marketing Coordinator

June 2025 – Oct 2025

- Created a comprehensive social media plan; increased engagement metrics by over 80%.
- Launched new TikTok account; most popular video earned over 500 likes and 3800 views in 1 month.
- Supervised 2 marketing interns per academic semester. Coached students on graphic design principles, event photography, and understanding social media audiences.
- Coordinated Fall Move-In Day marketing and logistics through physical A-frame signage, traffic direction layout, email newsletters, and social media Q&A sessions.

SISTERS OF CHARITY OF CINCINNATI

Cincinnati, OH

Communications Intern

Aug 2023 – May 2025

- Created 1 feature article a week about events and members of the congregation for web and print materials.
- Designed monthly social media graphics using Canva. Adhered these graphics to the older audience demographic.
- Condensed 45+ minute long interviews with older Sisters into coherent, impartial articles.

CITY OF HARRISON, OH

(remote) Harrison, OH

Social Media & Website Intern

April 2024 – April 2025

- Maintained a government website with events and information using CivicEngage CMS.
- Analyzed current communications and constructed a strategic plan for improvement.
- Wrote and designed bi-monthly city newsletter

MOUNT ST. JOSEPH UNIVERSITY, MARKETING

Cincinnati, OH

Digital Marketing & Social Media Co-Op, Digital Content & Editorial Co-Op

Jan 2023 – Aug 2023

- Created social media content to recruit prospective students.
- Interacted with local Cincinnati high schools and brands on social media platforms.
- Wrote a minimum of 1 feature story per week of current students & alumni for digital marketing.
- Updated .edu website pages using Cascade CMS.

PROJECTS & ACTIVITIES

LIONS-ON-LINE, LITERARY MAGAZINE

Cincinnati, OH

Student Government Association Representative & Editor

Aug 2023 – May 2025

- Worked with SGA on club funding and deadline promotion.
- Voted with student members on submitted written and visual materials for publication.

THE TARTAN TIMES: WEEKLY NEWS

2020 - May 2021

Senior Editor

- Co-founded a recorded news show based out of Oak Hills High School's *The Tartan*, a student-run newspaper.
- Producer, video editor (iMovie), and script writer.

ADDITIONAL

Technical Skills: Advanced in Canva, Google Suite, Microsoft Office, CapCut. Proficient in Cascade CMS, CivicEngage, AEM, Meta Business Suite, Adobe Premiere Pro, Illustrator, Photoshop.

Certifications & Training: Google Analytics certified.