

KATHLEEN MEST

610-597-3395 – Kmest4@gmail.com

Experience

IUP Small Business Institute

Consultant (January 2020 – Present)

- Collaborate with team members to research client, its market and its prospective clients
- Design Qualtrics survey for an Indiana broadcasting company with 18 radio stations in 6 markets to gain insight into its advertising clients

The Penn, IUP's Student Newspaper

Editor-in-Chief (August 2019 – Present)

Managing Editor (August 2018 – May 2019)

News Editor (August 2017 – May 2018)

Staff Writer (August 2016 – May 2017)

- Write articles for the news, culture and sports sections
- Lay out pages using Adobe InDesign
- Oversee and manage section editors and writers
- Copyedit stories and pages

MARTI at IUP, Project

Director of Communications (December 2017 – Present)

Blog Contributor/Designer (November 2018 - Present)

- Design and implement a public awareness campaign and a corresponding digital strategy
- Manage social media accounts
- Strategize public relations tactics for events
- Write and craft advertisements, articles for publication, public service announcements and social media posts
- Write posts for a parenting blog with more than 24,000 views since its launch and design corresponding graphics
- Manage Pinterest account

American Society of Magazine Editors

Intern at Family Circle (May – August 2019)

- Wrote online and print articles
- Planned/created online social content
- Refreshed online articles with search engine optimization
- Assisted editors during photoshoots
- Fact-checked stories for print

Skills

- Adobe InDesign
- Adobe Premiere Pro
- Social media marketing
- Search engine optimization
- WordPress
- Editing
- Layout and design
- Problem-solving
- Active listening

Education

Indiana University of Pennsylvania

Robert E. Cook Honors College

B.A. in Journalism and Public Relations

B.S. in Marketing

Expected graduation year - May 2020

Activities

American Marketing Association

Vice President (August - December 2019)

Active Member (Fall 2017 - Present)

IUP Student Cooperative Association

Board of Directors

Student Representative (August 2019 - Present)

Indiana County Humane Society

Intern (September 2018 – Present)

- Assist in administrative brainstorming
- Conduct fundraising projects

Awards/Honors

Student Keystone Press Award

- Honorable Mention for Personality Profile (2016)
- Honorable Mention for Editorial (2018)