




Katelyn L. Stuck

WRITER & COMMUNICATOR

Creative communicator and marketing professional with five years of experience dedicated to telling unique stories in higher education and beyond.

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Education

BACHELOR OF ARTS **University of** **Michigan-Flint** **April 2022**

Major: Professional
Communication
Minor: Graphic Design
Cumulative GPA: 4.0
James B. Angell Scholar

Skills

- Adobe Creative Suite
- WordPress
- Search Engine Optimization
- Google Suite
- Craft Software
- Drupal
- Copywriting
- Social Media Marketing

Awards & Service

- 2021-2022
Communication
Studies Maize and Blue
Nominee
- Alumni Scholarship for
Excellence Recipient
- 2018 Michigan
Interscholastic Press
Association All-State
Student Journalist
- Communication
Volunteer, O'Hair Park
Community Association

Work Experience

Penny W. Stamps School of Art & Design | Ann Arbor, Michigan **Digital Content Writer | 06/2022 - Present**

- Write range of material including news articles, feature stories, newsletters, and social media content
- Correspond with Alumni Association and *University Record* to pitch stories
- Comprise website content using Search Engine Optimization (SEO)
- Coordinate with videographer, graphic designer, and U-M organizations to identify storytelling opportunities at Stamps
- Produce video segments by interviewing and writing narratives
- Serve as the social media representative to manage all social media accounts
- Created Instagram content with a 133% engagement increase in September 2022

University of Michigan-Flint | Flint, Michigan **Marketing & Media Assistant | 02/2021 - 05/2022**

- Captured the mission of UM-Flint through compelling articles, blog posts, press releases, and social media content
- Managed UM-Flint social media accounts
- Formatted and published articles in WordPress
- Wrote email campaigns targeting prospective students

Qua Literary & Fine Arts Magazine | Flint, Michigan **Art & Design Director | 10/2021 - 05/2022**

- Collaborated with Qua staff to establish the magazine's visual identity through social media graphics, logos, branding, and magazine layout.
- Distributed and marketing magazine in both print and digital formats

University of Michigan Flint Office of Economic Development **Student Research Assistant | 07/2020 - 05/2022**

- Develop social media marketing campaigns
- Wrote and designed advertisements for online and print media

University of Michigan Flint Conferences & Events **Campus Event Assistant | 06/2018 - 06/2022**

- Wrote and designed advertisements for marketing websites like *The Knot*
- Assisted departments in planning on-campus events