

KATERINA ORGUNOV

MARKETING SPECIALIST

DETAILS

PHONE

(904) 521-4645

EMAIL

kaorgunov@gmail.com

LINKS

[Personal Website](#)

[LinkedIn](#)

SKILLS

Email Marketing

Social Media Advertising

Direct Mail Marketing

Brand Strategy

Graphic Design

Microsoft Excel

Adobe Creative Suite

WordPress

Painting and Illustration

EMPLOYMENT HISTORY

Marketing Specialist, Reynolds and Reynolds

Houston, Texas

Sep 2020 — Present

- Created and launched customized email campaigns, e-newsletters, automated email reminders, and direct mail marketing for 18 automotive dealership accounts
- Met monthly with clients to discuss previous months' data and results, client goals, and future strategy
- Onboarded new clients and upsold clients on additional services

INTERNSHIPS

Marketing Intern, GuideStone Financial Services

Dallas, Texas

Jun 2019 — Aug 2019

- Used industry research to develop and present Gen-Z-targeted cross-platform marketing strategies for Mission: Dignity, GuideStone's charity branch
- Created social media graphics, animations, and videos
- Used Excel to organize over 11,000 open-ended customer satisfaction survey answers into usable graphs and presented the results to the marketing director

Corporate Marketing Intern, D.R. Horton

Arlington, Texas

Jun 2018 — Aug 2018

- Used Adobe Creative Suite programs to create graphics and animations for social media and branding
- Completed a re-brand campaign for the HR department and presented a suggested brand guide and an internship program video
- Created and managed Facebook ad campaigns

EDUCATION

Bachelor of Business Administration, Baylor University

Waco, TX

Aug 2017 — Aug 2020

Majors: Business Fellows, Marketing, Accounting

GPA: 3.92

EXTRA-CURRICULAR ACTIVITIES

Newsletter Graphic Designer, Baylor Business Fellows Newsletter

Waco, Texas

Sep 2019 — May 2020

Baylor Campus Executive Director, Dream Outside the Box

Waco, Texas

Sep 2017 — May 2020

Production Director and Camera Operator, Venture Church

Keller, Texas

Apr 2015 — Jun 2019