

KATE YEOMAN

katelyn.yo@hotmail.com · <https://katelynyo.wixsite.com/my-site>

EDUCATION

Western Washington University, Bellingham, WA

B.A. Public Relations Journalism, concentration in Political Science

EXPERIENCE

Western Washington University Associated Students, Bellingham, WA

June 2021 – Present

Staff Development Director

- Designed and executed quarterly professional development events for over 150 employees, which required facilitating sessions, coordinating guest speakers, and curating itineraries.
- Mentored peers regarding the full scope of responsibilities involved in projects such as event creation, promotion, and advertising.
- Educated the leaders of 200+ AS clubs on social media use, membership retention, and event planning, which allowed them to increase engagement, grow their clubs and raise more funds.

National Press Photographers Association, Athens, Georgia

Sept 2022 – Dec 2022

Public Relations Consultant

- Surveyed current NPPA members and developed a comprehensive 46-page pitch to solve the organization's objectives. Presented campaign to NPPA's board of directors in an organized and creative manner.
- Designed and created materials in NPPA branding including an infographic, TikTok, Instagram best practices, and TikTok social media guide.

Animals as Natural Therapy, Bellingham, WA

Jan 2022 - March 2022

Public Relations Consultant

- Strategized an exclusive PR package including deliverables such as website revision, blog recommendations with sample posts, and an op-ed best practice guide for a non-profit organization. Envisioned and executed a cohesive branding guide, Tik Tok media guide, PSAs (print, video, and radio), and eBlast.
- Maintained clear communication with clients and consistently met agreed-upon deadlines with high-quality work.
- Received Western Washington University Scholar's week award for exemplary work on this campaign.

Klipsun Magazine, Bellingham, WA

June 2022 – Aug 2022

Reporter

- Pitched story ideas for the magazine theme of "death". Wrote a respectful feature story about hospice care tactfully covering sensitive topics.

The Front, Bellingham, WA

Jan 2021 – June 2021

Reporter

- Pitched story ideas for trending topics relating to campus news for headlining articles. Wrote high-quality articles under tight deadlines and stressful situations.
- Covered controversial topics including equitable representation of the LGBTQ+ community.

Western Washington University

Sept 2019 – June 2021

Resident Advisor

- Served as a peer advisor and educator to a residence hall community of 120 students.
- Using a model based in critical race theory, guided conversations with residents about personal wellness, career preparedness, and inclusive community building.
- Coordinated events that encourage inclusive community building and created all publicity and design advertisements.