

# KATIE FITZ(GERALD)

BRAND STRATEGIST

## Education

**VCU Brandcenter** M.S. in Mass Communications concentration in Communications Strategy

Graduation: May 2009 GPA: 3.5

**University of South Carolina** B.A. in Advertising Minor: French Graduation: August 2007 GPA: 3.67

**Université de Pau et Des Payes D'Adour** Study Abroad Fall 2005

## Work Experience

### Naked Communications

**Communications Strategy Intern**

New York, NY Summer 2008

Conducted consumer research, competitive analysis, contributed ideas and helped build communications plans for new business pitches to J&J and Unilever. Distilled the ideas of 6 different agencies to create an over-arching strategic idea, which resulted in the "Let's Fix Dinner" campaign for Stouffer's.

### Time Warner Cable

**Corporate Marketing Intern**

Herndon, VA Summer 2006

Suggested the idea and design for an online game for Time Warner film "The Ant Bully," which was accepted and developed by the ad agency. Helped coordinate and develop marketing efforts for all TWC service areas. Edited copy on direct mail pieces.

### Freetimes Newspaper

**Advertising Sales Intern**

Columbia, SC Spring 2007

Acquired new advertising clients, designed ad for current client, wrote segments for the paper and did research for writers.

### O'Keefe Brands (Brand Consultancy)

**Freelance**

Richmond, VA Winter - Spring 2009

Repositioned the commercial side of a local bank to appeal to small-medium business owners and better align with the retail side of its business.

### Chernoff Newman (Advertising Agency)

**Intern**

Columbia, SC Spring 2006

Participated in creative brainstorming and conducted research. Chose media vehicles for campaigns and put together presentations for the Senior VP of Client Services.

## Other Experience

### National Student Advertising Competition

**Integrated Marketing Communications Director,**

Client: Coca-Cola

University of South Carolina, Spring 2007

Led multiple focus groups with teenagers, created non-traditional event idea for campaign and participated in creative concepting with creative team.

## Interests

Photography

French

Coffee

Yoga

Ballroom dance

Hiking

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