

 (334) 782-6761

 katieryong@gmail.com

 katieryon.com

EDUCATION

The University of West Alabama (UWA)
Integrated Marketing Communications:

Graphic Design

Bachelor of Science

GPA 3.82

Graduation: Dec 2022

The University of West Alabama (UWA)

Masters of Integrated Marketing
Communications

Bachelor of Science

Anticipated Graduation: Oct 2023

SKILLS

Adobe Creative Cloud

Illustrator, Photoshop, InDesign

Microsoft Office Suite

Word, Excel, PowerPoint

Video Production

DaVinci Resolve, iMovie

Web Design

WordPress, Divi, HTML, CSS

Social Media

Facebook, Instagram,
Snapchat, TikTok

Photography

Nikon, Canon

Shopify

Certifications

Google Analytics

Hootsuite

Katie Ryon GIBBS

EXPERIENCE

Marketing Director

Plastic Surgery of Tuscaloosa (2023-Present)

- Capture Pre-op and Post-op pictures for daily surgery patients
- Coordinate 2 social media accounts daily with over 4,000 followers
- Manage website and review sites weekly

Social Media & Store Manager

Canebrake Boutique (2021 - 2022)

- Maintain website for 3,000 daily shoppers
- Coordinate 2 social media accounts daily with over 800 followers
- Manage store front weekly

Assistant Studio Manager

UWA Studio 96 (2020 - 2022)

- Maintain 3 Mac computer labs with over 50 computers weekly
- Supervise the checkout of 35 camera kits and 12 video kits
- Book studio facilities / events daily
- Assist filming and editing 1 to 3 videos produced in Studio 96 daily using DaVinci Resolve

Marketing Intern

Shades and Coco Louie, Orange Beach (2022)

- Coordinated 3 social media accounts daily for 17,000 followers increasing reach by 565%
- Captured 35 photos of commercial products monthly
- Created 2 graphic promotions biweekly

HONORS AND LEADERSHIP

- IMC Leadership in Communications Award
- Trustee Leadership Scholarship UWA
- President's List UWA
- Lambda Pi Eta Honor Society
- Blue Key Honor Society
- Cardinal Key Honor Society
- Phi Eta Sigma National Honor Society