

KATELYNE MARONEY

EDUCATION

Brigham Young University 2021

Bachelor of Arts, Advertising
Business Management Minor

HONORS

American Red Cross Promising Award
ANDY Shortlist
BYU Multicultural Student Scholarship
Donald C Sloan Public Speaking Award
MAIP 2021 Fellow
Published Author
Telly Award
Young Ones Award
Warren A Quade Scholarship

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EXPERIENCE

Assistant Account Executive *Translation LLC | 2021-Present*

- Clients: Apple Music, UnitedMasters
- Manage and assist on multi-media campaigns that grow brand awareness and establish tight relationships with clients.

Creative Council *Big Spaceship | 2020-2021*

- Respond to bi-weekly surveys and questions to assist internal departments on client campaigns.
- Awarded MVP title for effective/insightful research towards strategic goals in 2020 and 2021.

MAIP Account Management Intern *Entree Health | 2021*

- Worked in Market Access on 5+ healthcare clients.
- Took detailed client notes, managed creative assets, routed hot sheets, discussed client revenue/budgets, and assisted with agency wide learning initiatives.

Senior Account Manager *BYU AdLab | 2018-2021*

- Clients: Adobe, Adidas, BOSE, FamilySearch, JoJo's.
- Managed over 11 teams, tracked multiple projects, and drove internal and external communication.
- Lead 2 in-depth client research projects while managing teams who conducted surveys, focus groups, and created deliverables.
- Facilitated 6 productions by communicating with creative teams, tracking deadlines, and managing asset delivery.

Campus Representative *Victorias Secret PINK | 2019-2020*

- Hosted/planned 25+ themed events catering to 1,000+ college students in Utah.
- Built relationships with 16+ partners by launching product partnerships, collaborating on events, and promoting social awareness campaigns.
- Generated over \$5,000 in sales.
- Named Top Performing program during fall season.

Stylist Intern *New York Fashion Week | 2018*

- Assisted NYFW Stylists/Designers during seasonal campaigns with runway shows, event planning, managing schedules, and planning meetings.
- Led intern research initiatives focused on specific designer collections to prep for shows/events.

VOLUNTEER EXPERIENCE

Special Olympics Program Director *Utah | 2017-2021*

- Managed team, events, and competitions for over 100 special needs athletes.
- Established presence on Instagram and Facebook through athlete spotlights, hype videos, and posts.

Multicultural Student Services *BYU | 2017-2021*

- Luau Dancer, Perspectives Step Team, Student Panel Lead, Black History Month.
- Personal mentor to 10 Multicultural Students.