





Katherine Tong



social media, marketing & public relations

CONTACT

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EDUCATION

BS – Communication, PR

Cal Poly Pomona

ADT – Communication Studies

Citrus College

EXPERTISE

- Social Media Marketing
- Campaign Development
- Crisis Communications
- Copywriting & Editing
- Content Creation
- Client Relations
- Corporate Communications
- Event Planning

TOOLS

- Adobe Photoshop, Canva
- Adobe Rush, iMovie
- Wix, WordPress
- Hootsuite, Muck Rack
- Facebook, Twitter, Instagram, TikTok, LinkedIn, Snapchat

WORK EXPERIENCE

Interim Social Media, Communications and External Relations Coordinator

Associated Students Inc., Cal Poly Pomona | August 2020 – Present

- Serve as liaison between University and organizational communications
- Restructure communication process for 12 departments to be cross-functional for virtual school year
- Strategized to drive awareness to programs & events to 29,000+ students
- Produce, edit and approve all marketing material for brand

Lead Writer/Editor

Associated Students Inc., Cal Poly Pomona | January 2019 – August 2020

- Supervised 4-person team and delegated tasks weekly
- Managed 7 social media accounts with combined 25,000+ followers
- Tracked, analyzed and evaluated social media insights
 - Increased overall follower count by 25%
- Produced, edited, and scheduled copy on behalf of organization
- Executed rollout and outreach for ASI's rebranding to student body

Marketing Intern

Starwood Retail, Plaza West Covina | December 2019 – March 2020

- Collaborated with PR agency to manage social media accounts
 - Followers: +25% / Viewer Engagement: +100% / Viewer Retention Rate: 96%
- Redesigned newsletter improving client relations with 150+ retailers
- Assisted with immediate crisis communications in regard to COVID-19

CX Content & Communications Intern

Bolton & Company | June 2019 – October 2019

- Implemented content calendar using Hootsuite for all social media posts
- Assisted with research & development and marketing for events
 - Promoted company brand to 500+ attendees at HR Conference
 - Reached maximum capacity at company's first Cannabis Summit

Marketing Manager

Yogurtland West Covina / April 2017 – April 2019

- Managed social media accounts resulting in 400% increase in followers
- Organized 2 "National Frozen Yogurt Day" events with 900+ attendees
- Developed unique weekly promotion "Unlimited \$5 Cup"
 - Generated \$2000+ in sales each week