

# Katerin Rodriguez

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## Education

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**Florida State University**, Tallahassee, FL  
Master of Business Administration

*May 2019*

**Florida State University**, Tallahassee, FL  
Bachelor of Science in Marketing  
Bachelor of Science in Management  
GPA: 3.765

*May 2018*

## Experience

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**Florida State University- College of Business**, Tallahassee, FL  
*Graduate Assistant*

*May 2018- Present*

**Joyce Publishing, Inc.**, Tallahassee, FL  
*Marketing Strategist*

*September 2017- May 2018*

- Created social media campaign strategies to increase brand awareness and develop leads
- Generated content on social media outlets resulting in 400% increase of Facebook following
- Developed contests and conceptualized advertisement designs for *AD/MAX* magazine

*Intern*

*May 2017-August 2017*

- Wrote and published 5+ articles in *Home & Yard Magazine*
- Maintained communication with contributing authors as well as handling inbound calls and responding to questions and concerns regarding mailing routes and distribution locations
- Networked with potential clients and secured sales appointments for sales representatives

**The Design Eyewear Group**, Tallahassee, FL  
*Intern*

*November 2016- April 2017*

- Prepared marketing and advertising strategies, plans, and objectives; planned and organized promotional presentations
- Researched competitive products by identifying and evaluating product characteristics, pricing, and advertising
- Created territory maps and tradeshow appointment schedules for over 40+ sales representatives spanning 6 different brands

## Activities

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- American Marketing Association
- Seminole Creative Social Media Manager

*January 2017- May 2018*

*May 2017- May 2018*

## Awards/Scholarships

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- Bob Turner/Bank of America Scholarship
- Florida International University Presidential Scholarship
- Third place winner of The Ayn Rand Institute's annual *The Fountainhead* essay contest

*Spring 2017*

*Fall 2014- Spring 2015*

*April 2014*

## Skills

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Fluent in Spanish • Knowledge of AP Style • Proficient in Microsoft Suite • Basic SPSS Knowledge