

Katrina Ent

katent18@gmail.com

Education



Ball State University 2017
Public Relations
Entrepreneurial Management

Skills



Adobe Creative • HootSuite • Social
Media • Canva • Wordpress • iMovie •
MailChimp • Meltwater • Cision Point
• Indiana News Tracker • Constant
Contact • Research • Project
Management • Event Planning •
Client Services • Public Speaking •
Relationship Building • WebCMS •
Zendesk • Delivra

Volunteering



American Advertising Federation
Public Relations Society of America
500 Festival

My Work



katrinaent.com



Work Experience

Public Affairs Specialist Indiana Public Retirement System (INPRS)

July 2018 - present

- Prepares news releases and maintains a thorough state-wide media distribution list
- Owns and develops yearly publication editorial calendar for all member, retiree and employer communications
- Creates and writes targeted emails to about 473,000 members, 148,000 retirees and 1,200 employers on a monthly basis
- Develops both planned and unplanned media standby documents
- Monitors escalating emerging issues relating to the retirement industry
- Creates and updates over 700 different FAQs for members, retirees and employers to access on Zendesk
- Maintains public website through WebCMS
- Serves as front-line media contact and coordinates responses to media inquiries
- Updates and maintains public relation collaterals such as fact sheets, newsletters, etc.

Account Coordinator Hiron

June 2017 - June 2018

- Wrote copy for various projects such as social media, blogs, newsletters, press releases, media advisories, fact sheets, etc.
- Conducted extensive research and compiled media lists using platforms Meltwater and Cision
- Pitched to the media, resulting into 40 different media outlets picking up my client's story
- Strategically planned local and state-wide events for clients
- Served as the liaison between clients and internal teams including digital, creative media and public affairs
- Assisted in the production of advertising campaigns such as TV, radio and digital spots for clients
- Facilitated internship program from fall 2017 to summer 2018, resulting into hiring four interns as full-time employees

Public Relations Intern 500 Festival

Jan 2017 - June 2017

- Assisted with day-to-day media relations and public relations, including writing news releases and media advisories, pitching the media and media fulfillment
- Assisted in the development and writing of the IPL 500 Festival Parade script, which is broadcast to one million people through local and national television

Marketing Intern Hendricks County Community Foundation

May 2016- August 2016

- Developed and implemented a four-month social media plan, resulting into increasing social media following from 200 to 1,200 followers
- Assisted in rebrand of the foundation
- Created and edited content for press releases, newsletters etc.
- Designed from scratch a general brochure of the foundation
- Assisted in planning and organizing major events, which resulted into having 500 people attend the first ever nonprofit/volunteer fair