

Catherine Burke

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EDUCATION

University of California, Santa Barbara

B.A. in Communication | GPA 3.84

Professional Multimedia Writing Minor

Dean's Honors

EXPERIENCE

SANTA BARBARA EDUCATION FOUNDATION

Development Intern

March 2022 – June 2022

- Updated social media campaigns and company website
- Coordinated fundraiser and donor cultivation events
- Maintained donor database and tracked in-kind donations
- Designed marketing campaign flyers for various platform use

UCSB RECREATION

Fitness Assistant

April 2021 – June 2022

- Provided supervision and education to patrons
- Ensured cleanliness and safety of fitness spaces
- Created a welcoming and inclusive service-oriented environment for the UCSB community

ALPHA DELTA PI SORORITY

Recruitment Analyst

April 2021 – January 2022

- Managed the statistical organization of recruitment activities
- Tracked prospective new member outreach via social media platforms
- Directed membership selection sessions
- Supervised the tabulations committee
- Analyzed recruitment data and statistics

Vice President of Panhellenic Relations

Jan 2020 – Jan 2021

- Chapter representative at Panhellenic Council meetings
- Acted as a liaison and relayed Panhellenic business to the chapter
- Voted on Panhellenic matters that would affect the entire Greek Life community
- Tracked member's community service hours

THE GYM AT EL DORADO

Social Media Manager

May 2019 – September 2019

- Utilized Instagram and Facebook to enhance brand image and connect with target audiences
- Tracked brand following and growth
- Read data metrics to analyze the success of advertising campaigns

SKILLS

Adobe Creative Suite

Microsoft Office

Canva

Google Workspace

HTML

CSS

Figma

CORE COURSEWORK

Document Design Production

Professional Multimedia Writing

Magazine Writing

Marketing Communication

Media Entertainment Communication

Music Communication

Interpersonal Communication

Diffusion of Innovation