

KATIE GERGEL

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WORK EXPERIENCE



DISCOVERY COMMUNICATIONS DIGITAL MARKETING INTERN

June-Aug 2019 | New York, NY

- Conducted a competitive analysis to identify industry onboarding trends
- Led A/B testing strategy to determine best practices to increase users opted in for push notifications across Discovery app portfolio
- Assisted in construction of digital and newsletter marketing campaigns
- Gathered data from consumer engagement platform Braze to determine monthly insights and create analytic reports



DISNEY CHANNEL CREATIVE MARKETING INTERN

Jan-April 2019 | Burbank, CA

- Assisted writers/producers with scriptwriting and conceptualization for ancillary content on social and linear platforms
- Wrote and produced short promo for show called "Milo Murphy's Law" that aired nationally on Disney XD



SHOWTIME NETWORKS, INC. DIGITAL MEDIA PRODUCTION INTERN

June-Aug 2018 | New York, NY

- Worked with Smithsonian Channel digital media department, reviewing and logging content for promotional material across social platforms
- Conducted research for brand and content partnerships
- Worked with other interns on group project addressing how to drive growth in millennial subscriptions to Showtime



COMMAGENCY PRODUCER AND VIDEOGRAPHER

Aug 2018 - May 2020 | University Park, PA

- Worked on three different production teams to plan creative concepts and execute video campaigns for professional clients
- Served as main communication touchpoint for clients, responding in an efficient and timely manner to all requests

LEADERSHIP EXPERIENCE

THE PRESIDENTIAL LEADERSHIP ACADEMY

May 2017 - May 2020 | University Park, PA

- Selected for 3-year program with classes concerning leadership development and critical thinking taught by Penn State President Eric Barron
- Discussed, debated, and proposed potential solutions to implement regarding current collegiate problems such as Greek life, sexual assault, and free speech

COLLEGE OF COMMUNICATIONS ALUMNI SOCIETY BOARD

Student Representative | Sep 2017 - April 2019

- One of three students to serve and function as link between students and alumni during board meetings and conference calls
- Acted as voice for Penn State Film Production student praises and suggestions

EDUCATION

PENNSYLVANIA STATE UNIVERSITY, SCHREYER HONORS COLLEGE

Class of 2020 | GPA: 3.96

B.A., FILM PRODUCTION SELECTED AS TOP STUDENT IN MAJOR

B.A., POLITICAL SCIENCE MINOR IN SPANISH LANGUAGE

SKILLS

HARD SKILLS

A/B Testing, Competitive Analysis, Google Analytics, Creative and Technical Writing, Social Media (Twitter, Instagram, TikTok, LinkedIn, Facebook, Snapchat), Adobe Premiere, Microsoft Office Suite, Slack

SOFT SKILLS

Time Management, Client Communication, Organization, Public Speaking, Adaptability, Leadership, Open-mindedness, Eagerness to Learn

HONORS

- FILM PRODUCTION STUDENT MARSHAL, BELLISARIO COLLEGE OF COMMUNICATIONS
- DEAN'S LIST, ALL SEMESTERS
- THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS DISTINGUISHED FINALIST
- SELECTED FOR INAUGURAL CLASS OF BELLISARIO FELLOWS
- CHAPEL EXECUTIVE INTERNSHIP SCHOLARSHIP RECIPIENT

INTERESTS

- ✍ writing Young Adult fiction
- 🎵 folk and indie music
- 🏸 tennis
- 🎬 horror movies
- 🍴 international cuisines