

Katrina Boyd

kboydx23@gmail.com

[LinkedIn](#)

EXPERIENCE

KHQ, Inc., Spokane, WA — Executive Media Coordinator

APRIL 2017 - PRESENT

Oversees and manages accounts for the General Sales Manager. Handles over five million in billing, negotiates contracts, builds and maintains client relationships, manages political engagement and advertising. Founding member of culture awareness group

KHQ, Inc., Spokane, WA — National Sales Assistant

SEPTEMBER 2013 - APRIL 2017

Oversaw all national advertising contracts and advertising. Built marketing statements and creative content for stations 'Northwest Deals' Employee of the month three times

KEWU, Inc., Cheney, WA — Program and PR Assistant

APRIL 2011 - JUNE 2013

Created and prepared for the bi-annual pledge drive, raising funds to continue airing the station, worked as an on-air deejay, and managed office records

EDUCATION

Gonzaga University, Spokane, WA — MA Communication

JANUARY 2018 - DECEMBER 2019 - Cum Laude, Lambda Pi Eta Honor Society

Concentration focused on digital media strategies and corporate communication. Studied media literacy and created a capstone campaign on educating young adults on the importance of mental health awareness

Eastern Washington University, Cheney, WA — BS Communication, Minor in Business and Public Relations

SEPTEMBER 2009 - JUNE 2013 - Magna Cum Laude

Completed one year of running start, two semesters of volunteer work, and an internship with Mortimore Productions. Was an assistant director on two student films, one of which earned multiple collegiate awards.

References and letters of recommendations available upon request

SKILLS

Social Media Engagement
Wide Orbit Media Sales
Content and Media Messages
Social Media Metrics
Microsoft Office Suite
Interpersonal Communication
Copywriting and editing
Program Management
Engaging with the press

AWARDS

Lambda Pi Eta Honor Society,
2018

Presidential Academic Award,
Eastern Washington
University, 2013

National Honor Society,
2006-2010

Chase Youth Award, 2003

Projects

Mental Health Education
Campaign, digital and
traditional creative content

Founding member of the
Culture Awareness Group at
KHQ, developed a mission
statement for eight stations

Raised funding for an event
dedicated to Pancreatic
Cancer