

Kathryn T. Dankesreiter

(972) 742-8075 | Kathryn.Dankesreiter@gmail.com | <https://www.linkedin.com/in/kathryn-dankesreiter/>

Education

Texas Tech University, Rawls College of Business
Bachelor of Business Administration, Marketing
Bachelor of Business Administration, Management
Minor: Technical Communications

Lubbock, TX
Graduation: May 2022
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Work Experience

Texas Tech Innovation Hub at Research Park
Marketing & Public Relations Student Assistant

Lubbock, TX
August 2019-Present

- Supported events by designing flyers, HTMLs, & digital screens with Adobe InDesign, Photoshop, & Canva.
- Launched marketing campaigns in Texas Tech colleges & classrooms catered to students, faculty, & the public.
- Designed and revised reports including the annual staff retreat report, annual impact report, and Texas Tech University's Commercialization Roadmap Version 2.0.

Dankesreiter & Emmet, L.L.P.

Flower Mound, TX

Administrative Assistant

May 2015-Present

- Categorized files such as accounts payable & receivable then established a coherent filing system that clients & attorneys could analyze.
- Amplified user experience by updating & redesigning the law firm website utilizing SquareSpace.
- Facilitated the redesign of firm paper products including the letterhead, advertisement, business cards, and envelopes.
- Curated new logo and color palette for firm showcasing several versions and designs featured on the firm's paper products.

FirstService Residential, North Texas District

Fort Worth, TX

Community Ambassador

March 2017-August 2019

- Supervised pools by reporting heat warnings, storm threats, & safety announcements to community residents & their guests.
- Recorded daily statements, incident reports, productivity logs, & resident complaints for neighborhood Home-Owners Associations.

Certification

- Microsoft Office Specialist Excel 2016 May 2019-Present
- HubSpot Academy, Inbound September 2021-October 2023
- HubSpot Academy, Email Marketing October 2021-October 2023
- HubSpot Academy, Content Marketing October 2021-November 2023
- Hootsuite Social Media TBD
- Google AdWords TBD
- Google Analytics TBD

Extracurricular Leadership

Innovation Hub Ambassadors

Lubbock, TX

Founder & President

September 2019-January 2021

- Served as liaison for student ambassadors, faculty/staff advisor, & Texas Tech University.
- Spearheaded the collection of funding from university departments, student government, & sponsors.
- Facilitated the creation of a proposal for the Innovation Hub to illustrate the organization's mission, success metric, expectations, & generalized plan.