



## Katharine Bixler

**PUBLIC RELATIONS MAJOR  
GRAPHIC DESIGN MINOR**

(717) 314-0086

bixlerk@etown.edu

Elizabethtown, PA, USA

linkedin.com/in/bixlerk

katharinebixler.com

### LEADERSHIP

---

#### **Class Representative**

Student Senate |  
Elizabethtown, PA | Aug  
2021 - Jun 2022

#### **Peer Tutor**

Elizabethtown College |  
Elizabethtown, PA | May  
2019 - Jun 2022

### SKILLS

---

- Social Media Management
- Customer Service
- HTML / CSS
- Videography
- Video Editing
- Advertising Design
- Scheduling
- Photography
- Microsoft Office
- Adobe Creative Cloud programs

## SUMMARY

---

Experienced and deadline-driven professional with a proven track record in public and community relations. Highly skilled in crafting compelling narratives and graphics to effectively communicate messages. Known for consistently delivering high-quality work and meeting project deadlines. Confident in leveraging creative talents to achieve organizational goals.

## EDUCATION

---

### **Bachelor of Arts, Public Relations Minor in Graphic Design**

Elizabethtown College | Elizabethtown, PA | Graduation  
Date: May 2023

## WORK EXPERIENCE

---

### **Video Producer**

Ritter Insurance Marketing | Harrisburg, PA | August  
2023 - Current

- Collaborated with the video production team to conceptualize and develop engaging video content, resulting in increased audience engagement and brand visibility.
- Captured studio-quality video both on and off site.
- Edited raw footage for producing video content.
- Played a key role in successful campaign executions through collaboration and contributing innovative ideas.

### **Student Graphic Design Worker**

Elizabethtown College Office of Marketing and  
Communications | Elizabethtown, PA | Oct 2021 - May  
2022

- Designed graphics for social media posts.
- Wrote articles for Etown News on various campus achievements, alumni stories, etc.
- Captured and edited short videos for social media.

## INTERNSHIP EXPERIENCE

---

### **Community Relations Intern**

Lancaster Barnstormers | Lancaster, PA | Jan 2020 - May  
2020

- Managed the strategic scheduling and coordination of mascot and player appearances, ensuring execution and maximum impact.
- Played a pivotal role in orchestrating community outreach promotions and capturing events for social media, while engaging with stakeholders to enhance brand visibility.
- Proactively identified and leveraged opportunities to represent the team at key community events.

References available upon request.