

Kathleen Dixon

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EXPERIENCE

BRAND MANAGEMENT INTERN

IUP Office of Marketing and Communications | Indiana, Pa

May 2026 - Aug 2026

- Support university marketing efforts through social media content creation, website updates, accessibility improvements, and on-campus photography
- Manage and organize digital assets by tagging, selecting, and maintaining images for the public gallery, while editing video content for short-form videos and assisting with a long-form video project
- Collaborate across the Marketing & Communications team on brand-aligned projects, using Asana to track assignments, meet deadlines, and contribute to a wide range of departmental initiatives

TOUR GUIDE

IUP Admissions Office | IUP, Indiana, PA

July 2023- Aug 2026

- Give tours to prospective students and communicate the benefits of attending our university with accurately memorized information.
- Help answer phones, help solve issues, and complete other office duties such as folders, spreadsheets, and confirmation calls as needed.
- Assist in running the social media team by creating posts, planning meetings, tracking projects, and coordinating with admissions staff.

SKILLS

Photography • Proficient with Microsoft • Competent with Adobe Apps • Social Media • Public speaking • Image Editing

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATIONS MEDIA/MEDIA MARKETING

Indiana University of Pennsylvania (IUP) | Indiana, Pennsylvania

August 2026

Minor in Marketing • GPA 3.45/4.0 • Dean's list 5/6 semesters

PORTFOLIOS

- [HTTPS://WMTDC5.WIXSITE.COM/KATHLEEN-DIXON25](https://wmtdc5.wixsite.com/kathleen-dixon25)
- <KATHLEENDIXONPHOTOGRAPHY.MYPIXIESET.COM>