

Kathleen Dixon

Indiana, PA 15701 • (724) 840-5237 • dixonkathleen88@gmail.com • [LinkedIn](#)

EXPERIENCE

BRAND MANAGEMENT INTERN

IUP Office of Marketing and Communications | Indiana, PA

May 2026 - August 2026

- Support university marketing efforts by creating engaging social media content, reviewing website features, enhancing accessibility, and capturing on-campus photography to improve outreach.
- 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 departmental initiatives.

TOUR GUIDE

IUP Admissions Office | IUP, Indiana, PA

July 2023 – August 2026

- Inform prospective students of the benefits of attending our university with accurately memorized information while highlighting different parts of campus to showcase the most important information.
- Help answer phones by resolving issues connecting callers with the proper office, and complete other office duties such as folders, spreadsheets, and confirmation calls as needed.
- Assist in managing office social pages and running the social media team by creating posts, planning meetings, tracking projects, and coordinating with admissions staff.

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATIONS MEDIA/MEDIA MARKETING

Indiana University of Pennsylvania (IUP) | Indiana, Pennsylvania

August 2026

Minor in Marketing • GPA 3.45/4.00 • Dean's list 5/6 semesters

SKILLS

Photography • Proficient with Microsoft • Adobe Creative Suite • Social Media • Public speaking • Image Editing

PORTFOLIOS

- [HTTPS://WMTDC5.WIXSITE.COM/KATHLEEN-DIXON25](https://wmtdc5.wixsite.com/kathleen-dixon25)
- [KATHLEEN DIXON PHOTOGRAPHY](#)