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University Park, PA 16802

Dear Penn State Hiring Team,

I am excited to apply for the Marketing and Communications Specialist position with Penn State Outreach. As a recent graduate with a degree in Communications Media/Media Marketing and a minor in Marketing from Indiana University of Pennsylvania, I have gained hands-on experience in content creation, social media management, digital asset organization, and coordinated marketing support. This aligns with the multi-channel marketing responsibilities of this role, and I am eager to bring my creativity, initiative, and attention to detail to the Outreach marketing team.

In my position as a Brand Management Intern with the IUP Office of Marketing and Communications, I support university-wide marketing efforts across web, social media, photography, and video. I create content, review website pages, improve accessibility, and manage digital assets for public use. I collaborate across the department using Asana to track assignments, monitor timelines, and ensure deliverables are completed accurately and on schedule. This experience directly reflects the coordination, campaign execution, and cross-team communication seen in this position.

As a Tour Guide for the IUP Admissions Office, I strengthened teamwork, public-facing communication, and project management skills. I created posts, planned meetings, tracked projects, and worked closely with admissions staff to support consistent messaging. These responsibilities taught me how to adapt content for different audiences, maintain brand alignment, and support event-related communication.

Through these roles and my time as a student, I have developed a strong foundation in photography, image editing, Adobe Creative Suite, Canva, Microsoft Office, and social media strategy. I am comfortable managing multiple projects, supporting event promotion, and ensuring compliance with accessibility and brand guidelines. I enjoy working in fast-paced, collaborative environments where clear communication and attention to detail matter. With a 3.45 GPA, Dean's List recognition, and a commitment to continuous learning, I am confident in my ability to support integrated marketing initiatives and contribute meaningfully to Penn State Outreach.

Thank you for considering my application. I welcome the opportunity to discuss how my experience, creativity, and enthusiasm can support Outreach's marketing goals. My portfolios, linked below, showcase my photography, design, writing, and digital media work.

Portfolios: <https://wmtdc5.wixsite.com/kathleen-dixon25>, [Kathleen Dixon Photography](#)

Sincerely,

Kathleen Dixon