

KATIE POPE

PUBLIC RELATIONS, MARKETING
& JOURNALISM EXPERT



PROFILE

I am a qualified communications professional with **over 10 years of experience** working with small businesses, large corporations, non-profits, and government agencies. I am proud to be a **published journalist** and am passionate about telling client stories and creating connections. An **expert in social media, digital ads and traditional marketing tools**, I use my knowledge to create attainable marketing plans and strategically achieve client goals. My knowledge in Adobe Suites, website management, Visual Studio Code and intellectual property law provide additional depth and quality to my work.

EXPERIENCE

ACCOUNT EXECUTIVE

Anglin Public Relations

2021 - Present

- Manage and mentor more than half of Anglin PR's current staff as well as previous team members and interns.
- Oversee account strategies, budgets, and the implementation of tactics ranging from billboard campaigns to streaming ads to events and more.
- Develop targeted social media campaigns, earning millions of impressions for clients in industries such as banking and healthcare.
- Earn news coverage for clients with a PR value ranging from \$30,000-\$100,000 per media blitz.
- Create effective and compelling content including targeted messaging, thought leadership pieces, social, video and website content.


COMMUNITY RELATIONS DIRECTOR

Oklahoma Partnership for School Readiness


2018- 2021

- Managed all internal and external marketing and communication tools - newsletter, print materials, website, social media, press releases, annual reports, crisis communications, etc.
- Developed social media growth strategies and analytics reports for both organic and paid content.
- Managed and coordinated a rebrand and new website development.
- Coordinated multiple event programs and logistics with attendees ranging from 200 to 800 per event.

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 katierosepope.com

PUBLICATIONS

My writing and story pitches have been highlighted in **over 25 local and national outlets**, both print and broadcast, including The Norman Transcript, **The Oklahoman**, **The Journal Record**, **The Tulsa World**, Oklahoma Today, Edmond Life and Leisure, 405 Magazine, Red Dirt Report, Edmond Sooner Magazine, Norman Kids Magazine, Connections Magazine, Norman Magazine, The Ada News, Lawton Constitution, Stillwater News Press, Muscogee Nation News, KSWO, KMGL, KTOK, News 9, KFOR, Fox 25's Living Oklahoma, Rodeo News, and more.

EDUCATION

JURIS DOCTOR

University of Notre Dame
South Bend, IN

2013

BA IN JOURNALISM

University of Oklahoma
Norman, OK

2009

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AWARDS

- PRSA, 2023, Uppercase Awards, Feature Stories, Honorable Mention
- AMA, 2022, Marketing Excellence Awards: Press Release, Award of Excellence; Website Redesign, Award of Merit; Social Media, Award of Excellence; and Video (Short), Award of Excellence
- PRSA, 2022, Uppercase Awards, Best Use of Social Stories, Award of Merit
- Oklahoma School Public Relations Association, 2017, Publications & Communications Awards: Excellence in Writing, Award of Excellence; One-Time Publication, Award of Excellence; and Brochure/Pamphlet, Award of Merit.
- Oklahoma Educator's Association, 2015, Marshall Gregory Award of Excellence

EXPERIENCE CONT.

COMMUNICATIONS SPECIALIST

Cox Communications

2017 - 2018

- Worked with partners across six states to communicate information about products, services and benefits via a variety of comms tools, including internal e-mail marketing campaigns distributed to over 3,000 employees and annual employee meetings with over 500 attendees.

PUBLIC RELATIONS COORDINATOR

Dove Public Charter Schools

2015 - 2017

- Promoted and connected OKC and Tulsa communities with educators at four separate schools via media relations, social media, traditional and digital marketing, annual reports, newsletters, etc.
- Served as an organization spokesperson on local TV programs, such as KFOR's Rise and Shine and Fox 25's Living Oklahoma.

PUBLIC RELATIONS SPECIALIST

Oklahoma City Community College

2014 - 2015

- Researched, wrote and distributed 60+ news releases and media advisories to over 100 media outlets, including NAIA Men's and Women's Swimming and Diving National Championships.
- Created 15, 30 and 45-second radio spots for events and scholarship programs.

EDUCATION BEAT REPORTER

The Norman Transcript

2013-2014

- Covered all education-related news in the Norman and OKC metro area for Norman Public Schools (K-12) and the University of Oklahoma.
- Developed and maintained relationships with community members, leaders and educational professionals.
- Performed in-depth interviews with individuals ranging from elementary school students to adult professionals with a doctoral-level education.