

# KATIE REICHEL

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## WORK EXPERIENCE

### **Cincinnati Bengals** | Graphic Design Assistant

Jul. 2023- Present, Cincinnati, OH

- Collaborate closely with the Chief Partnership Officer and Ownership to spearhead a comprehensive overhaul of our partnership sales presentation.
- Produce mockups that have resulted in over \$24.8 Million proposed sales and revenue generation exceeding \$4.5 million for the organization.
- Create captivating social media graphics across all social platforms that have generated 8+ Million interactions and 10.3+ Million engagements.
- Capture compelling photographs at practices, workouts, and team events.
- Collaborate with the digital team to develop and execute digital marketing campaigns, enhancing fan experience.

### **Michigan State University** | Football Recruiting/ Creative Assistant

Sep. 2022- Jun. 2023, East Lansing, MI

- Cultivated an compelling visual brand that aligns with goals and is consistently reflected in materials, including graphics, social media content, and recruiting collateral.
- Collaborated closely with recruiting staff and coaches to develop personalized graphics for 100+ recruits each week, utilizing variable data and creating customized graphics for priority targets.
- Facilitated collaborative efforts with four departments to manage on-campus relationships and execute targeted recruitment strategies.
- Built genuine relationships with prospective recruits and their families, fostering trust and promoting the program's values and benefits.

### **Michigan State University** | Rowing Student Coach

Sep. 2021- Jun. 2022, East Lansing, MI

- Instructed and instilled fundamental values of sportsmanship and perseverance to a team of 65 athletes.
- Collaborated with the Head Coach to identify, attract, and develop promising athletic prospects.
- Mentored and motivated athletes through training sessions, instilling a competitive mindset and preparing them for successful performances.
- Maintained meticulous daily records of individual and team progress, conducting thorough evaluations to optimize training plans.
- Oversaw and managed all social media channels for Michigan State Rowing.

### **HealthMarkets** | Media and Public Relations Intern

May 2020- Aug 2020, Bloomington, IL

- Directed comprehensive social media campaigns across all corporate channels with an emphasis on engagement and reach.
- Successfully grew social media following across all platforms by 50% through targeted content creation and strategic posting.
- Devised and executed effective tactics for establishing and maintaining positive relationships with clients.
- Played an integral role in the successful launch of a new office, contributing to all aspects of the planning and execution.
- Earned recognition for best booth at the Bloomington Chamber of Commerce golf outing, showcasing strong branding and marketing expertise.

## SKILLS

**Design:** Adobe Creative Cloud Photoshop, InDesign, Illustrator

**Coding:** HTML, CSS, Java

**Social Media:** Emplifi, HootSuite, Canva

**Writing:** AP Style

**Languages:** conversational Spanish

## AWARDS

Big Ten Distinguished Scholar

Academic All- Big Ten

Spartan Academic Excellence Gala Honors recipient

PNC Achievers Student-Athlete of the Month

Kappa Tau Alpha- Top Scholar

## EDUCATION

### **Michigan State University**

B.A. in Journalism

**Concentration** in Media Relations

### **Michigan State University**

M.A in Journalism

## ORGANIZATIONS

Michigan State Rowing Team Student-Athlete

Kappa Tau Alpha- National Honor Society

## CONTACT

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