

KATIE BANKS



619 E 11 Mile
Royal Oak, MI 48067



517.490.1306



bankskai@gmail.com



bankskatie.com

EXPERIENCE

Copywriter | MXM *August 2016 - current*

Collaborate with Art Director to create email and direct mail campaigns for brands like FIAT, Ram Trucks, Jeep and TGI Fridays.

Junior Copywriter | MXM *March 2015 – August 2016*

Led copywriting efforts for Mopar during a rebranding of all CRM content. Main writer for TGI Fridays email and loyalty program.

Traffic Manager | MXM *April 2014 – March 2015*

Ensured projects met deadlines for FIAT, Jeep, Chrysler and Maserati brands. Served as contact between print, account and creative departments. Dreamed of joining the creative side.

Communications Intern | Byrum Fisk PR *January 2013 – May 2013*

Assisted account executives with daily workload, including writing press releases, media pitches and political research.

EDUCATION

Michigan State University *Graduated: Dec 2013*

BA Communication/Mass Media

Minor: Public Relations

3.5 GPA

Contributing writer for Spartan Edge online magazine

SKILLS

Photoshop CC, InDesign CC,
SEO, Editing, Proofreading,
Brainstorming, Basic HTML

INTERESTS

Traveling, Reading, Carbs