



KATIE HAJJAR

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EDUCATION

California State University, Fullerton

Bachelor of Arts in Communications, concentration in Advertising

May 2018

- 3.65 GPA in major
- Dean's List 2016 – 2018

Academy of Art University, San Francisco

Master of Arts in Advertising and Branded Media

August 2022

WORK EXPERIENCE

RendonCPR.com and RendonReview.com – Website Content Manager

October 2020 – present

- Write and proofread content in Squarespace
- Organize text, images, and visual elements
- Ensure the site is as seamless and user-friendly as possible

Shows Topper OC, Cake Toppers and Décor – Founder and Advertising Operations Coordinator

August 2020 – present

- Design cake toppers, birthday cards, and party décor in Adobe Illustrator
- Make product by hand
- Oversee digital advertising fulfillment
- Create logos, graphics, and other media

Mission Driven Brand, LLC – Marketing Coordinator and Copywriter

August 2019 – present

- Write copy for paid Facebook ads
- Manage marketing duties for a minimum of 3 client accounts at a time
- Conduct research and organize data before preparing it for client consumption
- Collaborate with the marketing team in brainstorming sessions
- Contribute to social media, advertising, and all other creative ideas

Independent Contractor – Personal Trainer

December 2018 – present

ABBA Med Spa – Advertising Operations Coordinator

August 2019 – October 2019

- Oversaw digital advertising fulfillment
- Strategized, executed, and managed campaigns
- Created logos, graphics, and other media

24 Hour Fitness – Personal Trainer

December 2018 – February 2019

- Actively engaged with team members and gym members to form relationships
- Established a presence within the gym community through communication and involvement outside of my work hours
- Provided both physical and mental support to ensure that the client's fitness goals are met

Bohemian Mama – Social Media Marketer/blogger

January 2018 – December 2018

- Oversaw retailer website, organized products, and wrote descriptions, tags, and SEO keywords
- Created graphic art and ads for promotional purposes using the Adobe Suite programs
- Created and curated content for the ongoing blog, including photography and original artwork
- Assisted professional photoshoots as well as single-handedly carried out photoshoots of products, with and without the use of models

OTHER EXPERIENCE

A Creative Genius Collective Personal Blog at KatieHajjar.com – Writer

2017

- Used WordPress to coordinate template, typefaces, images, and visual elements
- Wrote about art direction and topics related to the advertising industry

California State University, Fullerton – Team leader

2016 – 2018

- Managed to lead, motivate, and present for every advertising class group I have been a part of
- Led groups of courses: COMM350 - Principles of Advertising, COMM353 - Creative Strategy & Execution I, and COMM410 - Print Communication Research
- Helped my teams accomplish our goal and meet all deadlines, surpassing the professors' (rather high) expectations every time