

Catherine Basinger

Very passionate about helping others find their voice and stand out in the world of marketing.

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EXPERIENCE

Postema Business Center, Defiance, OH — Chief Marketing Officer

February 2021 - February 2024

Chief Marketing Officer: December 2021–February 2024

Vice President of Marketing: July 2021–November 2021

Marketing Specialist: February 2021–June 2021

Continually developed and designed functional user-oriented websites for multiple brands, oversaw & analyzed the analytics, managed the functionality & accuracy of the television show streaming companies, & developed & executed various digital marketing ideas, created graphics & visual marketing pieces, & ran social media accounts.

Kalida High School, Kalida, OH — Girl's Soccer Varsity Assistant Coach

May 2020 - November 2023

Head Junior Varsity Coach–May 2022–October 2022

Varsity Assistant–May 2020–November 2023

1820 BrewWerks, Kalida, OH — Bartender

October 2020 - February 2021

The Putnam County Sentinel, Ottawa, OH — Marketing Intern

May 2019 - July 2019

Used a variety of media sites to design ads and find necessary information, prospected clients to find the best fit for each campaign, & performed on-ground sales to businesses about newspaper ads.

SKILLS

- Problem Solving/Creativity
- Teamwork
- Effective Communicator
- Time Management

Experience:

Adobe Photoshop
Canva
Hootsuite
Sony Vegas Pro
Clickfunnels
Facebook Ads
Podcast Distribution
Instagram Reel Editing
Web Design
(Wordpress–Elementor & Shopify)
Amazon Kindle Publishing
RainMaker AI

Activities:

- 2016–2019: Four-year member of The University of Saint Francis Women's Soccer team
- Fall 2020: Volunteer Assistant Girl's Soccer Coach at Kalida High School

EDUCATION

The University Of Saint Francis, Fort Wayne, IN — *Bachelor of Science: Marketing*

August 2016 - May 2020

Minor in Exercise Science

Kalida High School, Kalida, OH — *High School Diploma*

Aug 2012 - May 2016

References

Available upon request.