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KATHERINE DONOFRIO

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PROFESSIONAL EXPERIENCE

University Advancement, Michigan State University

Intern, Digital Marketing

East Lansing, MI

December 2025 – Present

- Build and format email campaigns, update alumni website content, and support digital marketing projects for University Advancement
- Edit and refine written content, maintain the editorial calendar, and analyze email performance to provide insights
- Utilize CMS tools, Microsoft Office, and basic HTML/Canva skills while managing tasks independently in a detail-oriented workflow

Sera Group

Intern, Marketing Operations

LaPorte, IN

June 2025 – August 2025

- Orchestrated multi-channel digital marketing campaigns (email, paid ads, SEO), ensuring timely execution and alignment across cross-functional teams to maximize impact and ROI
- Optimized marketing operations by managing content calendars, streamlining workflows, and improving collaboration between creative, sales, and strategy teams
- Harnessed HubSpot and Google Analytics to track campaign performance, deliver actionable reports, and maintain CRM data integrity that directly informed strategic decision-making

Amazon & Pearson

Intern, Marketing

Remote

April 2025 – June 2025

- Produced high-converting Amazon A+ content for Pearson's IT Professional group, aligning copy and visuals with brand standards and Amazon's strict content guidelines
- Conducted in-depth sales performance analysis, using data to evaluate content effectiveness and uncover opportunities to optimize product positioning and marketing strategy
- Contributed to improved conversion potential by optimizing copy structure, visual hierarchy, and keyword alignment

Pearson

Regional Coordinator, Campus Ambassador

Remote

October 2024 – November 2025

- Lead and supported a team of 13 campus ambassadors across multiple universities by providing training, resources, and feedback reporting to align regional initiatives with Pearson's national marketing strategy
- Worked with Pearson sales reps to promote products on campus, boosting adoption through events, student engagement, and faculty
- Created and executed marketing campaigns to boost student awareness and product visibility through social media and targeted messaging for campus audiences

EDUCATION

Michigan State University

Bachelor of Arts in Creative Advertising, Minor in Business

East Lansing, MI

College of Communication Arts & Sciences

- Advertising Association (*selected through the MSU Advertising Association to attend a Chicago networking trip, visiting agencies, connecting with industry professionals, attending industry dinners, and engaging with MSU alumni*), Digital Marketing Organization, Marketing Association

SKILLS	CERTIFICATIONS	INTERESTS
<ul style="list-style-type: none">• HubSpot• Microsoft Office Suite• Google Ads, Google Analytics• Adobe Creative Cloud• Canva	<ul style="list-style-type: none">• Adobe Advertising• Adobe Marketing Specialist• Adobe Social Media Content and Strategy• Adobe Digital Marketing	<ul style="list-style-type: none">• Content Creation• Coffee• Travel