

KATHERINE SKAKUN

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EDUCATION

University of Akron | B.A. Communications,
Media Studies (Minor: Marketing)
Certificates: Social Media, Entrepreneurship
GPA: 3.7

EXPERIENCE

June 2025 - Present

Muggswigz Coffee and Tea Co.

Administration Assistant

- Managed administrative operations including inventory, scheduling, and bookkeeping.
- Developed and scheduled content for two company Facebook pages.
- Designed a marketing plan for Haas Institute training program, aligned with company goals.

2023- May 2025

The University of Akron

Social Media Student Assistant

- Produced and published content for TikTok, Instagram, Twitter, and Facebook.
- Created a marketing campaign for Zips 100, incorporating market research on social media accessibility.

2024 Fall Semester

ESPN Cleveland

Marketing, Content, and Sales Intern

- Researched and prepared materials for interviews, radio shows, and social media content.
- Collaborated with sales team to create targeted ad campaigns for sponsors.
- Edited audio and video clips for radio and digital platforms, optimizing for engagement.

2013- Present

Instagram

Managed @Cavs.county on Instagram: [Instagram.com/Cavs.country](https://www.instagram.com/Cavs.country)

- Created original Cleveland Cavaliers content, growing a loyal fan base and engagement.
- Partnered with Instagram's Bonus Program to monetize content through posts.

2022-Present

Rover

Dog/House sitter and dog walker

- Built strong client relationships through clear communication and daily updates, enhancing repeat business.

2021-2022

91 Wood Fired Oven

Host

- Tasked to work with public to ensure satisfaction and organized large parties/events.

SKILLS

Social Media & Marketing Tools: Canva (High), CapCut (High), Adobe Photoshop, Adobe InDesign

Video & Audio Editing: Adobe Premiere Pro, Adobe Audition

Strategy & Content Creation: Campaign development, trend analysis, audience engagement