



tatiana karne

WRITER PHOTOGRAPHER DESIGNER

## CONTACT

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## EDUCATION

**UNIVERSITY OF CALIFORNIA,  
SANTA BARBARA**

**SPRING CLASS OF 2020 | GPA: 3.7**

B.A. in Communication,  
Minor in Professional Writing:  
Multimedia Communication

## HUBSPOT CERTIFICATIONS

Content Marketing,  
Inbound Marketing &  
Social Media

## SKILLS

Microsoft Office  
Adobe Suite  
Wordpress  
Search Engine Optimization  
Writing (in any style)  
Graphic design  
Photography  
Data-entry  
Public speaking  
Social media marketing  
Digital marketing  
Sales  
Video editing  
Brand Management

## EXPERIENCE

### DIGITAL MARKETING INTERN AND WRITER

LULL, GOLETA, CA | AUG 2019 - PRESENT

- Seek out new talent that organically promotes and represents company and products.
- Negotiate compensations and deliverables.
- Manage collaborations with Influencers across multiple social media platforms.
- Write and edit blog posts and SEO copy.
- Form and execute various marketing campaigns and strategies based on sales data analysis.

### VP PR AND MARKETING

ALPHA CHI OMEGA, DELTA PSI CHAPTER, SANTA BARBARA, CA | JAN 2019-DEC 2019

- Designed and prepared information on the Chapter for all social media platforms on a daily basis.
- Created and managed the Chapter's website.
- Marketed all campaigns and events for the Chapter.
- Photographed and documented significant events.
- Designed and ordered all Chapter apparel.

### PR AND MARKETING INTERN

GPS COMMERCIAL REAL ESTATE, SANTA BARBARA, CA | SEP 2018 - MAR 2019

- Maintained company's social media platforms and website.
- Created the company's property brochures, email campaigns, and quarterly newsletters.
- Updated contact books, logged property details into spreadsheets, and conducted market research.

### INTERN WRITER

SEASONS MAGAZINE, SANTA BARBARA, CA | JUL 2018 - SEP 2018

- Wrote various articles and designed their layouts using WordPress for online magazine.
- Created corresponding social media posts for articles posted on SEASONS website.
- Proof-read and edited other various pieces for the magazine's print issues.