

# CATHERINE B. ABERNATHY

8219 Shady Grove Ct. | Jacksonville, FL 32256 | cba0006@auburn.edu | 904.755.1869  
cbabernathy.com | linkedin.com/catherineabernathy

## Education

---

### **Auburn University Class of 2016**

Major: Public Relations | Minor: Marketing

## Related Skills

---

- AP Style
- Acrobat Pro
- Adobe Creative Cloud
- WordPress
- Microsoft Office Suite
- Lotus Notes
- HTML / CSS
- Hootsuite
- Trello
- concrete5®

## Experience

---

### **Auburn University Student Affairs | Communications and Marketing Intern**

June 2015 – May 2016

- Solely responsible for all social media content and editorial calendars
- Collaborated on original marketing campaigns covering 14 university departments
- Primary contributor for first Student Affairs Annual Report; wrote 7/13 articles
- Produced press releases, news stories and other content for university website and various publications

### **Solenis LLC | Marketing Communications Intern**

June – December 2014

- Supported global team executing a new brand for a stand-alone company divested from Ashland Inc.
- Provided support for rebranding collateral
- Learned concrete5® to support new website development
- Led the design, development and testing of a new online business card ordering system

## Involvement

---

### **Member of Social Sorority**

August 2012 – May 2016

- Public Relations Chairwoman for philanthropy events (Fall 2014 – Spring 2015)
- Liaison with national sorority newsletter, responsible for submitting articles and news updates about the chapter