

KATHRYN (KATE) ROGGE

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(512) 994-7662 ♦ New York, New York

EDUCATION

University of Texas at Austin

Pending May 2025

Bachelor of Science, Public Relations, Moody College of Communication
Minor in Business, Red McCombs School of Business

UTNY

Summer 2024

University of Texas in New York: Professional Development Program in NY, NY

WORK EXPERIENCE

School of Civic Leadership at The University of Texas *Public Relations Intern* *Summer 2023*

- Worked directly with executive leadership as the institute was forming into a college
- Civitas brings scholars together and equips institutions to encourage flourishing societies
- Managed all social media such as Facebook, Instagram and LinkedIn
- Edited and reviewed various types of writings such as summaries and a book in development

Friendly Force Technologies Austin, TX *Public Relations and Brand Strategy Intern* *Summer 2022*

- Created cohesive branding strategy along with the CEO of the technology company
- Clearly articulated and communicated the startup's mission and purpose in writing
- Edited website and managed all social media (Facebook, LinkedIn, Instagram, and Twitter)

INVESCO, Global Equity Research Austin, TX *Finance Intern* *Spring 2021*

- Analyzed and created operational thesis, including SWOT Analysis
- Mentored by the Chief Investment Officer

Clean Cause, Inc Austin, TX *Community Relations and Marketing Intern* *Fall 2020*

- Optimized Instagram strategy through sourcing/engaging new influencers
- Examined beverage industry dynamics and competitor's marketing strategies
- Worked closely with the VP of Community and Marketing Relations

LEADERSHIP & COMMUNITY INVOLVEMENT

University of Texas Pom Squad *May 2021–Present*

- Division 1 University of Texas Athlete; cheer and dance at sports events
- Engage with public university sponsors and donors at 50+ events per year
- Attended leadership development seminars and trainings

Mod Fitness Barre Studio Employee *March 2024 –Present*

- Customer relations employee

Fashion Industry Experience *2021 –Present*

- Assistant Stylist and Content Creation for Beehive Boutique
- Modeled professionally on set for Levi's Denim
- Shadowed Kizzi Dancewear's Business development and expansion

The Daily Texan *Fall 2022*

- Wrote weekly engaging newsletter for the University newspaper (12k+ subscribers)

SKILLS AND ADDITIONAL INFORMATION

Campus Organizations: Younglife Leader (Team Leader, Mentor and Volunteer), UT Silver Spurs (Member and Philanthropic Contributor), Pi Beta Phi Sorority (Director of Philanthropy),

Skills: Writing, Creative Strategy, Problem Solving, Microsoft Excel, Social Media

Interests: Traveling, Fashion, Fitness, Pickleball, Design