

Katherine Osumah

Account Management

Denton, TX

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682-203-9058

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An attentive and dependable leader. Experienced in coordinating campaigns, managing client relationships, and overseeing project execution through roles such as President of Gravitas, UNT's National Student Advertising Competition team, and Vice President of Ad Club.

SKILLS

Communication | Time Management | Problem-Solving | Adaptability | CRM & Client tracking | Multi-tasking | Collaboration
Microsoft Suite | PowerPoint & Word | Smartsheet | Social Media Platforms | Canva (Mock-ups and Design)

CERTIFICATIONS

Salesforce Essential Training, Advanced Google Analytics, Digital Strategy, Google Ads, Google Analytics

EXPERIENCE

National Student's Advertising Competition, American Advertising Federation

Spring 2025

President of Gravitas(UNT)

- Led a team of students in developing a full-scale advertising campaign for two national brands.
- Oversaw campaign strategy, client research, creative direction, and presentation development.
- Coordinated with cross-functional teams, including creative, media, and research departments, to ensure alignment with competition objectives.

Ad Club Exec. Board, American Advertising Federation

Spring 2025

Vice President(UNT)

- Established a new structural framework, recruited members, and assisted in managing club operations, membership engagement, and promotional efforts to grow participation.
- Assisted in organizing networking events, guest speaker sessions, and professional development workshops for advertising students.

Dillard's

May 2024 - Present

Fragrance Specialist

- Achieved over \$15,000 in net sales, exceeding individual and team goals.
- Demonstrated strong product knowledge of 75-100 luxury fragrance brands to recurring clientele.
- Maintained relationships with clients by using specialized software to track preferences and communicate personalized recommendations.

JC Penny

May 2022 – Febr2024

Fine Jewelry Specialist

- Increased credit card applications by 13%, contributing to overall store revenue growth.
- Provided expert product knowledge on fine jewelry selections, educating customers on quality, value, and financing options.
- Assisted in executing promotional events and seasonal campaigns to maximize sales opportunities.

Bachelor of Science in Advertising and Brand Strategy

GPA 3.7

University of North Texas, Denton, TX

May 2025

HONORS & AWARDS

Presidents list

Dean's List

ORGANIZATIONS/INVOLVEMENT

Member, Professional Women's Council, UNT

Member, African Student's Association, UNT