



Katelyn Harvey

Associate, Advertising Planner

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Education

Auburn University

Bachelor of Arts, Communications - Public Relations

Key courses: Campaigns, Multimedia Writing, Strategic Communications, Digital Style & Design

Experience

Associate, Communications Designer, Initiative (Rufus)

Feb 2024 - Present

Amazon Prime Video & Freevee

- Led the monthly collection and analysis of \$100MM+ in global streaming data, generating actionable insights reported directly to senior management at Amazon to guide media mix, channel allocation, and competitive positioning
- Developed cross-channel media plans (linear, digital, OOH, CTV/OTT, print, and radio) with quarterly budgets of \$45-50MM, overseeing briefing, strategic development, media recommendations, client presentations, wrap reports, and KPI growth
- Optimized media mixes and channel strategy by identifying consumer behaviors, historical insights, cultural events
- Collaborated with cross-functional Strategy, Video Partnerships, and Analytics teams, and third-party vendors (e.g., Comscore, Lucid, MBOX, Mediatools, Nielsen Ad Intel, Pathmatics, Samba, Spectra, and YouGov.) to develop plans and issue purchase orders and ATBs

Public Relations Intern, Liz Lapidus Public Relations

Jan 2023 - Aug 2024

- Executed and developed strategic communications campaigns, cultivated targeted media lists, pitched media outlets newsworthy stories, monitored and analyzed media placements against key audience and performance metrics for maximum impact
- Organized activations, managed social media accounts across multiple brands, conducted research, created engaging content, and coordinated media interviews to enhance brand visibility
- Served in a client-facing management role, crafting and distributing press releases, newsletters, proposals, case studies, and meeting recaps and agendas while ensuring alignment with strategic objectives and delivering impactful results

Public Relations Specialist, FetchMe, LLC

Jul 2021 - Nov 2021

- Developed and executed digital and email marketing campaigns that drove engagement and enhanced brand and client visibility by tracking metrics to optimize performance and inform future strategies

Marketing Intern, Urban Decay Cosmetics Corporate

Jun 2018 - Aug 2018

- Orchestrated large-scale product mailings to social media and traditional media influencers while streamlining influencer databases to facilitate efficient and timely product releases
- Managed media coverage of company products, ensuring content visibility and alignment with brand messaging, while prioritizing brand safety and measuring ROI and KPI effectiveness

Key Skills

Campaign Management

Media Planning

Communication Skills

Strategic Planning

Audience Analysis

Data-Driven Insights

Client Relationships

Data Analysis

Market Research