



KATIE L STOCKING

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Work Experience: Happy Medium | Founder and Owner | February 2011 - Present

Founded an interactive advertising agency. I've started and grown Happy Medium over the past 3 years to a team of 10. I created the company to help local businesses make smart decisions with their advertising budgets. We also help take companies from non-digital to digital, which has shown them much success. We have been featured in the Des Moines Register multiple times and I am a monthly contributor to The Business Record.

WHO-TV | Account Executive | June 2007 – February 2011

Maintain and achieve monthly budgets of \$90k spot television, \$8k Interactive, and \$8k new business. Specialize in new business development and have surpassed my new business budgets in 2008 and 2009 as well as am currently at 123% of my 2010 new business budget. I was the 2008 AE of the Year. I work daily with clients and help them meet their advertising and business goals.

Two Rivers Marketing | Account Coordinator | Feb. 2006 – Jun. 2007

Managed coordination of all jobs and maintained deadlines for clients with a total \$4M in individual budgets; liaison between the client and the internal teams; completed monthly billing for clients; assisted with billing forecasts; handled all media placements and coordination; provided estimates to clients; assisted with client presentations; maintained deadlines and relations with clients.

Volunteer Efforts: BRAVO Greater Des Moines Board Member
Wesley Life, Meals on Wheels
YESS (Youth Emergency Shelter Services)
Pet Project Midwest

Education: Bachelor of Arts
University of Northern Iowa, Cedar Falls IA | December 2004
Major: Electronic Media
Minor: Journalism