

2405 Maple St. / West Des Moines, IA 50265 / T.515.205.9805 / katie@itsahappymedium.com

WORK EXPERIENCE

HAPPY MEDIUM / FOUNDER & OWNER

February 2011 - Present

Founder and owner of an interactive advertising agency, Happy Medium, that has grown over the past 3 and a half years from a team of one employee to a team of 14. We offer services such as media buying, creative work and web design, with a focus on helping clients move their marketing to the digital world. We have been featured in The Des Moines Register and The Business Record several times and were named The Business Record's Best Social Media Company in 2013 and 2014.

WHO-TV / ACCOUNT EXECUTIVE

June 2007 - February 2011

Maintained and achieved monthly budgets of \$90k spot television, \$8k interactive and \$8k new business. Specialized in new business development and surpassed new business budgets in 2008, 2009 and 2010. 2008 AE of the Year. Worked daily with clients and helped them meet their advertising and business goals.

TWO RIVERS MARKETING / ACCOUNT COORDINATOR

February 2006 - June 2007

Managed coordination of all jobs and maintained deadlines for clients with a total of \$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.

COMMUNITY ENGAGEMENT

ANIMAL RESCUE LEAGUE

BRAVO GREATER DSM / BOARD MEMBER

DES MOINES PERFORMING ARTS / BOARD MEMBER

DES MOINES PLAYHOUSE / HOLLYWOOD HALLOWEEN COMMITTEE MEMBER

LEAD LIKE A LADY

WINEFEST / BOARD MEMBER

YESS (YOUTH EMERGENCY SHELTER SERVICES)

EDUCATION

BACHELOR OF ARTS

University of Northern Iowa, Cedar Falls, IA

December 2004

Major: Electronic Media

Minor: Journalism