

# KATHARINE M. MCLEAN

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## MARKETING PROFESSIONAL

### Customer Service / Brand Representative / Development

*High-energy marketing professional with the strategic vision and tactical implementation skills to:*

- ✓ Skillfully manage multiple tasks concurrently
- ✓ Communicate effectively at all levels
- ✓ Collaborate productively with team members
- ✓ Supervise and organize projects, people and resources
- ✓ Mentoring and leadership qualities
- ✓ Build and coach strong, dedicated teams
- ✓ Manage diversity and overcome obstacles
- ✓ Meet deadlines and exceed expectations

**Highly trusted, accomplished and versatile** professional with 5+ years of service excellence and a wide variety of experience in office settings, small business and fortune five hundred companies. **Innovative and dedicated** individual with strategic vision and business acumen able to provide/manage an employee-oriented, high performance culture that emphasizes empowerment, quality, productivity, and goal attainment. **Team player** who skillfully manages diversity and communicates effectively at all levels, leads by example, projecting professionalism, strong work ethic, and a positive outlook.

#### KEY STRENGTHS

Collaborative Style ▪ Leadership ▪ Team Building ▪ Mentoring ▪ Motivating ▪ Delegation  
Persuasive Communication ▪ Time Management ▪ Problem Solving

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## CORE COMPETENCIES

- Skilled Writer
- Workflow Management
- Customer Service Oriented
- Trusted Liaison
- Brand Representative
- Critique Oriented
- Grammar Authoritarian
- Multitasking
- Development / Coaching
- Small Business Advocate
- Social Media Savvy
- Multi-Project Oversight
- Creative Development
- Communication Excellence
- Professional Client Relations

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## EDUCATION

### Associates in Arts Degree 2006-2008

Valencia Community College – Orlando, FL

### Marketing Minor 2008

University of Central Florida – Orlando, FL

### In-Flight Service Training 2013-2014

Delta Training Center – Atlanta, GA

Certified by F.A.A. and Delta Airlines as a Flight Attendant

Trained in CPR, Safety and Evacuation procedures on 30 different aircrafts

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### PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

#### INTERNATIONAL FLIGHT ATTENDANT – Delta Airlines, Atlanta, GA (40 h/wk, 4/2013 - present)

- ✓ **Hired over 50,000** other applicants to fill 1 of 400 positions after an in depth interview process
  - ✓ **Finished top 10%** in Delta's world renowned and intensive 7 week in flight training program.
  - ✓ **Prosperous integration** into a fortune 500 company.
  - ✓ Successfully **lead and worked alongside a team** of employees from all over the world regularly
  - ✓ **Took complete control** of documentation, issue resolution, brand representation, and internal / external communications
  - ✓ Worked as a **member of an employee involvement group** to deliver solutions for customer service development objectives.
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#### PHOTOGRAPHY AND BUSINESS ASSISTANT – Liga Photography , Orlando, FL (40 h/wk, 2/2012 – 4/2013)

- ✓ Developed **social media campagins** using 10 years of archived images to support business needs.
  - ✓ Successfully submitted a multitude of images to **nationally recognized magazines**
  - ✓ **Developed Marketing materials** reflecting company brand and over saw their delivery
  - ✓ Responsible for creation and matienence of quarterly email based newsletter
  - ✓ **Wrote daily blog posts** for the company website and monitored the public response
  - ✓ **Increased Sales and Customer relations** by implementing personal touches
  - ✓ **Drafted multiple email templates** to support the business needs and streamline workflow
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#### SERVER – Melting Pot Orlando, FL (40 h/wk, 6/2010-4/2012)

- ✓ Communicated food safety to customers regularly
  - ✓ Integrated into a highly evolved team and learned the importance of service excellence.
  - ✓ Consistently recognized by supervisors for **excellence in oral communication** while representing the Melting Pot Brand
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#### SCRIBE, SCRIBE AMERICA- Florida Hospital Orlando, FL (40 h/wk, 4/2008 – 7/2010)

- ✓ In charge of **successful completion** of medical charts for emergent patients.
- ✓ Worked alongside doctors and medical teams in **high stress** emergent medical situations.
- ✓ Demonstrated **excellence in writing**, spelling and medical short hand
- ✓ Interacted with a multitude of medical professionals, **recorded findings** from all ordered tests, and interpreted and recorded all patient's medical history and current symptoms
- ✓ Learned how to recognize and **react to basic emergent symptoms**
- ✓ Understanding of how to conduct oneself in a medical emergency.

#### REFERENCES

**Abby Liga – Owner, Liga Photography – 407-844-7886**

**Mark Conway – Owner, Melting Pot – 407-903-1100**

**Kristen Williams – Manager, Scribe America – 321-298-1104**