

# Kathleen Smith Thorne

NATIONAL SALES ACCOUNT SPECIALIST

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## ABOUT KATIE

I am currently utilizing my Bachelor of Arts degree in mass communication with a concentration in digital advertising from Louisiana State University at Lamar Advertising Company in our NS Sales Support department.

As a Sales Account Specialist, I serve our clients' needs through strategic thinking, positive demeanor, and transparent communication.

I am committed to living out my faith in all aspects of my professional and personal life. I am an innovator, organizer, and a team player.

## EDUCATION

### Louisiana State University

Bachelor of Arts in Mass Communication (December 2017)

Concentration: Digital Advertising  
Minor: Visual Communication

### Burren College of Art

LSU Art in Ireland Study Abroad Program (June 2017)

Courses: Introduction to Watercolor and Three Dimensional Design  
Held an international art showcase for the Ballyvaughan community

## HONORS AND AWARDS

- The Dale Carnegie Course Highest Award for Achievement
- LSU Distinguished Communicator Award Recipient
- Leadership LSU
- The Jeff Wright Memorial Scholarship Award
- Rho Lambda National Panhellenic Recognition Society
- Delta Gamma Spectator Award
- Delta Gamma Celeste Robicheux Award
- Girl Scout Gold Award

## SKILLS

Google Suite /  
Microsoft Office

Organization

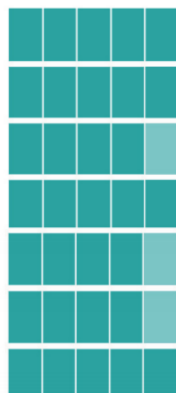
Time Management

Spoken / Written  
Communication

Adaptability

Canva Design

Photography /  
Videography



## WORK EXPERIENCE

### National Sales Account Specialist

Lamar Advertising Company (Sept 2021 - Present)

- Enhance and maintain national customer service while providing high quality support to a national account manager.
- Serve as the liaison for the national sales team, national customers, and local Lamar offices to ensure customer satisfaction by balancing quality of service and speed of response for potential campaigns.

### National Sales Campaign Coordinator

Lamar Advertising Company (Jan 2018 - Sept 2021)

- Responsible for overseeing post buy aspects of campaigns for two national account managers and one regional sales account executive.
- Daily obligations included providing correct specifications and shipping information, communication of material delivery, installation updates, proof of performance delivery, and post buy analysis reports.
- Served as the liaison for the national sales team, national customers, and local Lamar offices to troubleshoot as well as drive resolutions during the life cycle of a campaign.

### National Digital Intern

Lamar Advertising Company (Feb 2017 - Jan 2018)

- Assisted the National Digital Services team with internal and external clients within Lamar's National Sales department.
- Provided clients with proof of performance webcam confirmations as well as reports.
- Collected and recorded data into the national digital sales tracker which is analyzed and arranged into a weekly report that indicates the number of creatives and panels scheduled.

### President of LSU AdFed

Louisiana State University (Dec 2016 - Dec 2017)

- Managed and worked daily with an executive board of five to make certain the organization ran in a sophisticated and efficient manner.
- Planned and facilitated all bi-weekly meetings.
- Organized a fall break trip to New York City for 20 members to visit five different advertising agencies.
- Served as the liaison between AAF-Baton Rouge and LSU AdFed.

### Vice President of Programming

Delta Gamma Sorority (Nov 2015 - Dec 2016)

- Worked daily with a Chapter Management Team of nine to ensure the entire chapter ran in a smooth and systematic manner.
- Educated members about Human Dignity and Article II.
- Planned Sisterhood Retreat for all 343 active members and our Collegiate Development Consultant's visit in the spring semester.
- Managed and oversaw three directors to make certain all sisterhood, senior, and alumnae events were efficiently planned and executed.