



# Katie L.

## Untapped Potential Candidate

Canton / CT

860-977-9408 / fellowship@upotential.org

### PROFILE

Marketing/Sales Professional with an affinity for interacting with customers and exceptional planning and organizational skills. A quick study who is seeking a challenging and rewarding career opportunity with a company who will benefit from my unique and diverse skill set.

### KEY SKILLS AND COMPETENCIES

- Marketing and sales experience
- Project Management organization and execution skills
- Strong interpersonal skills
- Delivers with a sense of urgency

### PROFESSIONAL EXPERIENCE

**Wearsafe Labs, Sales & Marketing Support Coordinator** (Current UP Flex-Return) **Hartford, CT**  
*IOT device manufacturer/app tech company impacting personal safety.*

Manage sales support requests; coordinate event management; create social marketing material; deliver for marketing team. Proficient in Hubspot/CRM tools. Operational support. Product Test.

**Hulafrog, Managing Editor - West Hartford-Farmington Valley** (Current) **Canton, CT**  
*Mom-centric marketing and advertising firm (national network of local community guides for parents.)*

Manage and create content for website; maintain calendar of events; create social media marketing posts; support sales team.

**Simsbury Public Schools, Special Education Paraprofessional** (1 year) **Simsbury, CT**  
Managed needs of special education student to whom I was assigned; communicated effectively with teachers/staff; oversaw student's daily activities and overcame obstacles in appropriate manner.

**Liberty Mutual Insurance, Sales Representative** (1.5 years) **Farmington, CT**  
Managed customer needs; identified appropriate consumer products; sourced client base.

**AIG United Guaranty, Sales Representative** (1.5 years) **CT, statewide**  
Managed customer needs; identified appropriate consumer products; sourced client base

### COMMUNITY EXPERIENCE

**Cherry Brook Primary School PTO, President** (2 years) **Canton, CT**  
Manage PTO projects; oversee fundraisers; manage volunteers; serve school community

### EDUCATION

**University of Notre Dame** – Bachelor of Arts

### HOBBIES/INTERESTS

Spending time with family, reading, cooking, crossword puzzles, home decorating, barre