

Catherine Oxendine

catherine.n.oxendine@gmail.com | [LinkedIn](#) | (910) 309-5208 | Chapel Hill, North Carolina

EDUCATION

University of North Carolina at Chapel Hill – May 2026

B.A., Hussman School of Journalism and Media, Advertising and Public Relation Concentration, Health Marketing and Communications Certificate

University of St. Andrews, Scotland – January 2025 - June 2025

Exchange Program

PROFESSIONAL EXPERIENCE

Public Relations Intern | French West Vaughan

January 2026 – Present

- Develop geologically specific Media Lists to target precise markets for Underrated Golf Tour, Ontex (Private Label Diapers), PureTalk (telecommunications) and the North Carolina Department of Transportation.
- Perform data-driven audience segmentation and market research to guide activation strategy to support brand-building.
- Conduct outreach to media outlets, influencers, and partners to support multiple brands visibility.
- Create bi-weekly social listening reports with a focus on points of growth for a range of clients.

Account Manager | Heelprint Communications

September 2025 – Present

- Direct a five-person team in developing and executing integrated communications strategies for Morehead Planetarium and Science Center.
- Design and implement audience growth strategies to expand reach among student and alumni segments.

Outreach Team Member | Coulture Magazine

September 2025 - Present

- Spearhead cross-organizational partnerships with four student organizations, resulting in joint events and shared resources.

Executive Board Member | Girl Boss Gatherings

June 2025 - Present

- Hosted eight social networking events with more than 100 attendees.
- Led attendee recruitment through campus flyering, student influencer outreach, and monthly tablings.

Resident Advisor | Carolina Housing

August 2023 – Present

- Create a safe living environment for more than 250 students in Old East, Kenan, Rams Village 5 Resident Hall.
- Hold two monthly events with 75% attendance to build sustained community amongst residents.
- Managed residence hall budget of \$1000 to handle expenses for community building events.
- Created branding materials such as flyers and door decorations with Adobe Photoshop and Canva.

Communications Intern | Mid-Carolina Electric Cooperative (MCEC)

June 2025 – August 2025

- Participated in planning and representing MCEC at six community events to promote programs.
- Led grassroots campaign in strategic planning, research, and event scheduling for more than 100 customers.
- Supported multimedia efforts, including graphic design, photography, and management of 25 digital assets.
- Created social content with more than 12k views, 100+ interactions, and 38% increase in views.

Marketing Intern | PSI CRO

October 2024 – January 2025

- Managed content across multiple platforms including SharePoint, PSI Live, and company blogs.
- Created more than 15 visual content pieces for social media and marketing campaigns to boost brand engagement.
- Coordinated logistics for promotional materials and conference supplies, both domestically and internationally.

Social Media Manager | Alpha Pi Omega Sorority Inc.

April 2023 – August 2024

- Drove engagement up by 60% on both Instagram and Facebook through weekly feed and story posts.

Trade Show Reporter | The rAVe Agency

June 2023 – September 2023

- Created floor section and over 100 product videos for brands at InfoComm 2023 in Orlando, Florida and CEDIA Expo 2023 in Denver, Colorado.

SKILLS

Adobe InDesign | Google Workspace | Canva | SharePoint | Photographer | Cold Calling | Email Pitching | Excel | PowerPoint | Slack | Muck Rack | MailChimp | Microsoft Office | Adobe Photoshop