

KATE KAVANAUGH

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EDUCATION

Boston University, College of Communication

Expected May 2026

Bachelor of Science in Public Relations

Minor: Innovation and Entrepreneurship

- Activities: Alpha Epsilon Phi, BU PRSSA (Public Relations Student Society of America), Boston University Sports Business Club

School of the New York Times

September - October 2022

Gap Semester Student

RELEVANT EXPERIENCE

PRLab at Boston University | Boston, MA

September 2024 - Present

Account Executive | New England Amputee Soccer Team (Client)

- Develop and execute a comprehensive public relations plan to increase awareness and engagement for the client, NEAS
- Set measurable goals, including increasing TikTok engagement by 50% and website traffic by 10%, with a target deadline of December 2024
- Collaborate with the client to establish brand partnerships to expand visibility and resources

Achieve | Virtual

November-December 2022

Paid Intern

- Generated strategic social media content in support of the communications team's objectives, including announcing milestones and awards
- Drafted press releases announcing company achievements and news
- Fostered collaboration through active participation in weekly team meetings

Campaign Office of Congresswoman Anna Eshoo | Virtual

June - August 2020

Intern

- Conducted comprehensive research to facilitate endorsement decisions, providing critical insights
 - Designed compelling graphics in support of the Congresswoman's re-election campaign
 - Researched and planned activities for a celebration of the anniversary of the 19th Amendment to the US Constitution (right to vote for women)
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ADDITIONAL EXPERIENCE

Law Office of Cecily Clements | Oakland, CA

June-August 2021

Intern

- Conducted in-depth research on Mexico's social and political landscape for asylum cases, focusing on government corruption, drug cartels, domestic violence and discrimination against indigenous communities
 - Drafted and organized and maintained legal documentation ensuring accuracy and accessibility for case preparation
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KEY SKILLS & RELEVANT CLASSES

- Computer Skills: Microsoft office
- Design Skills: Canva & Photoshop
- Customer Service
- Financial Literacy
- Sports Knowledge
- Business of PR class
- Media Strategies & Management class
- Communication Research Methods Class
- Writing for Communication Class
- Understanding Media Class