

KATHERINE BENNETT

(954) 805-0088 | k.bennett2@ufl.edu | <https://www.linkedin.com/in/katbenn/>

EDUCATION

University of Florida

Master of Business Administration, Warrington College of Business

May 2027
Gainesville, FL

Florida International University

Bachelor of Science (BS) in Mass Communication, Minor in Psychology

May 2010
Miami, FL

- GPA: 3.91 - Tau Sigma Alpha - President of Honors Society

CAREER EXPERIENCE

NBCUniversal

2009 - 2024

Emmy Nominated APC Operator/Newscast Director (2017 – 2024)

Miramar, FL

Directed live, fast-paced news, sports, and cultural affairs broadcasts, as well as high-profile breaking news stories. Collaboratively developed multi-channel content including at least 25 broadcast, digital, and social media programs weekly reaching 100s of thousands of viewers.

- Identified potential broadcast obstacles & conducted team to solutions in real time.
- Crafted and implemented SOPs in concert with management and engineering staff for continuous improvement.
- Trained and mentored 50+ new hires and interns across numerous roles and departments, leveraging broad and deep cross-functional knowledge, supporting a culture of performance management and coaching while providing ongoing, timely and direct feedback.
- Deployed repeatedly to NBC Philadelphia and Boston stations to provide expertise.

APC Associate/ Newscast Assistant Director (2009 – 2017)

Miramar, FL

Controlled 6 robotic cameras, set mic levels, operated graphics and communicated timing simultaneously for live and taped broadcasts. Communicated complex and technical information simply and effectively leading to interim director role.

- Executed multiple parallel tasks, utilizing a broad range of software, within constrained timelines while focusing on precision.
- Partnered with a newsroom of 50+ editorial and technical personnel to generate high quality, compelling content that aligned with brand and mission objectives and pitch stories for media coverage.
- Collaborated on celebrity promotional shoot to launch Gin brand, bi-lingual Gubernatorial debates, and professional athlete charity events.
- Advised and assisted on creative and functional decision points for large scale projects including multimillion dollar set implementation and new broadcast launches.

Founder and Creative Director

2015 - 2022

MKay Accessories

Davie, FL

Launched and scaled a handmade jewelry brand from a small Etsy shop to a retail and wholesale supplier boasting 30K+ in quarterly sales single-handedly.

- Fulfilled 500+ bulk orders annually, distributing thousands of personalized pieces across 6 e-commerce platforms.
- Maintained strong relationships with hundreds of wholesale clients, delivering fulfillment in half the industry average turnaround time.
- Designed and managed a Shopify storefront, produced daily social media content and crafted email campaigns resulting in a 130% CAGR and 300% growth in average order value.

ADDITIONAL DATA

- **Awards:** Suncoast Emmy Nominee (2014, 2018, 2023), Telly Award Winner (2022)
- **Proficiencies:** Canva, Shopify, Hootsuite, Mailchimp
- **Languages:** Basic Spanish
- **Volunteer Work:** Orange Island Arts Foundation, Overtown Youth Center, Women's Club of Coconut Creek