



CATHERINE RANDALL

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904-226-8981 [Linkedin Profile](#)

OBJECTIVE:

Motivated and detail-oriented account based marketer seeking an opportunity to apply my advanced knowledge of sales and client management with my marketing and pipeline building skills towards my career growth.

EXPERIENCE:

Finance Coordinator-Republican State Leadership Committee

July 2023-Present

Supports projects and activities to advance the goals of the Republican State Leadership Committee team. Assists with creation and execution of fundraising strategies for the committee. Supports committee political efforts, including administrative support, tracking incoming and outgoing funds, and updating internal databases, salesforce, and websites. Works with teams across the organization to initiate outreach to RSLC members to garner engagement in fundraising and other political opportunities.

Research Recruiter-Frazer Jones

September 2022-April 2023

Developed strong knowledge and understanding of the Financial and Professional services market while building relationships with candidates and maintaining up to date information in the CRM system. Advertised vacancies by drafting and placing adverts in a variety of media including in-house website and LinkedIn while managing and selecting candidates for interviews. Used social media to advertise and attract candidates while driving pipeline growth and building relationships relevant to client success.

Account management Specialist- Gartner

July 2021-September 2022

Developed lasting relationships with Gartner for Legal and Compliance Leaders clients while partnering with sales managers and account executives to provide territory account support through email outreach campaigns and client facing check in calls with members of the legal function. Routinely met sales and reporting goals based on engagement, MQLs, MQAs, growth, and retention while being promoted through the Gartner Sales Development Program.

Account Executive-Soliant Health

January 2021-June 2021

Maintained sales goals while working alongside colleagues to place frontline healthcare workers in temporary positions to assist in the fight against COVID-19. Generated leads across different healthcare positions including Respiratory Therapy, Cardiac Cath lab Nurses and Technicians, Ultrasound and mammography Technicians, ICU and Med Surg Nursing using Facebook and cold call marketing. Routinely met outreach goals of 70 calls per day and 1 contract placement per week.

Social Media Assistant-The University of Mississippi

May 2020-January 2021

Managed Social Media accounts for the Graduate School and Center for Research Evaluation at the University of Mississippi. Created and designed social media strategies and content to drive leads and gain followers. Wrote and delivered press releases for the Graduate

Student Council during the Coronavirus pandemic and social justice movement. Utilized Adobe InDesign and Canva to create graphics for social media posts.

EDUCATION:

B.S Integrated Marketing and Communications-Earned May 2020

The University of Mississippi

Minor in Business Administration

Volunteer and Community Service

Dallas Junior League 2022-Present

Atlanta Junior League 2020-2021

Pi Beta Phi Fraternity 2016-2020

Skills: Microsoft suite, Adobe Suite, Copywriting, Facebook Ads, Bullhorn, Canva, PowerBI, Salesforce, Oracle, ATS systems

