

EDUCATION

Stanford University | Stanford, California | 2016 – Present

Ph.D. Student in Communication

University of Missouri-Columbia | Columbia, Missouri | 2003 – 2007

Bachelor of Journalism (Advertising); Summa Cum Laude

Bachelor of Science – Business Administration (Marketing); Summa Cum Laude

CAREER EXPERIENCE

Marketing Consultant | May 2011 – Present

Roehrick, Inc.

- Design promotional coupons, prepare marketing presentations, and research strategic partnership opportunities for Kona Ice food truck franchisee
- Designed company logo, advertisements, and signage for FrioMio Frozen Yogurt

VFX Line Producer | September 2013 – May 2015

Double Negative | London, United Kingdom

- Planned team resources and sequence schedules with creative supervisors to create an effective approach to CGI requirements for the blockbuster films *Ant-Man* and *Godzilla*

VFX Producer | May 2011 – August 2013

LipSync Post | London, United Kingdom

- Assessed and budgeted CGI requirements for films, television shows, and commercials
- Developed and maintained project schedules to meet targets and deadlines

Advertising Producer | January 2008 – April 2011

LipSync Post | London, United Kingdom

- Oversaw editors, graphic designers, and sound designers to create multimedia advertising campaigns
- Revised advertising delivery method for an approximate savings of £32,000 per year

Creative Assistant; May 2007 – August 2007

Los Angeles Times | Los Angeles, California

- Selected as one of 19 American Advertising Federation's Vance and Betty Lee Stickell interns to work at media companies across the nation
- Assistant copywriter and editor for in-paper advertisements, billboards, and television spots

Research Assistant; August 2005 – May 2006

PRIME (Psychological Research on Information and Media Effects) Lab | Columbia, Missouri

- Assisted with research projects by conducting experiments and collecting data
- Designed, conducted, and presented research on media effects of political advertising as part of the MU Undergraduate Research Scholar program
- Mentored by Dr. Paul Bolls, Assistant Professor at the University of Missouri-Columbia

CONFERENCE PRESENTATIONS

Take it Nice and Slow: The effect of political advertising strategy and production pacing on attention and memory. International Communication Association Conference. June 2006. Dresden, Germany.

Take it Nice and Slow: The effect of political advertising strategy and production pacing on attention and memory. Poster, Third Annual University of Missouri Undergraduate Research Day at the Missouri State Capitol. April 2005. Jefferson City, Missouri.

HONORS & AWARDS

2016 Stanford Graduate Fellow in Science & Engineering
2007 American Advertising Federation's Vance and Betty Lee Stickell Intern
2007 Kansas City Alumni Association Award
2006 John P. & Virginia C. Sutherland Memorial Award
2006 Geoffrey Hayday Memorial Award
2006 Samuel G. Wennberg Award
2006 Marie and Phyllis Simborg Journalism Award
2005 MU Undergraduate Research Scholar
2005 W.C. Tingle Marketing Award
2003 – 2007 Sam M. Walton Scholar
2003 – 2007 University of Missouri-Columbia Dean's List
2003 – 2007 University of Missouri-Columbia Bright Flight Scholar
2003 – 2007 University of Missouri-Columbia Curator's Scholar
2001 – 2002 United States House of Representatives Page

MEMBERSHIPS

Kappa Tau Alpha (National Journalism and Mass Communication Honor Society)
Beta Gamma Sigma (National Business Honor Society)

COMPUTER SKILLS

SPSS Statistics Tools, Java, Python, HTML, Flash, Photoshop, InDesign, Final Cut Pro, Adobe Premiere, DVD Studio Pro, Microsoft Office (Word, Excel, PowerPoint, Project)

INTERESTS

Film, Theater, Traveling, Reading, Writing, Hiking, Bicycling, Chocolate

KATHERINE ROEHRICK
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