

Katie Levine

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EDUCATION

University of Arizona, Eller College of Management

Tucson, Arizona

Bachelor of Science in Business Administration

May 2027

- **Major:** Marketing
- **GPA:** 3.838
- **Honors:** Dean's List with Distinction; Merit Tuition Scholarship

PROFESSIONAL EXPERIENCE

ServiceNow

Santa Clara, California

Marketing Associate Intern, Public Sector Field Marketing

May 2026 – August 2026

- Built a generative AI-powered Field Marketing Toolkit spanning six connected workflows, reducing estimated launch-package creation time from 35–40 minutes to approximately three minutes, a 92% reduction, while standardizing repeatable processes for future team members.
- Built 14 Swoogo registration pages that captured 413 total registrations, obtaining campaign tracking IDs through Adobe Workfront and applying them within Swoogo to support accurate event attribution, Power BI registration and attendance reporting, and targeted follow-up.
- Supported a Higher Education Summit at the University of Utah for 133 registrants representing 33 institutions, leading three breakout sessions and coordinating speakers, partners, accessibility needs, attendee communications, surveys, follow-up resources, and internal reporting.
- Partnered with account executives, BDR teams, speakers, customers, consulting partners, and sponsors across webinars, SNUGs, roadshows, and sales-led events, creating 36 pre- and post-event BDR launch communications and coordinating updates across 14 AE channels.
- Produced and ran multiple live webinars from planning through execution, coordinating speakers, managing run-of-show details, supporting attendee engagement, and resolving unexpected technical issues in real time to ensure a smooth customer experience for speakers and attendees.

Levine and Vasquez DDS Inc. Summer Internship

Livermore, California

Digital Marketing Internship

May 2024 – August 2025

- Managed and update the practice's website and social media platforms to strengthen brand presence, enhance patient engagement, and improve user experience, increased monthly site traffic by 25%
- Implemented search engine optimization (SEO) strategies including keyword research, metadata optimization, and performance tracking, boosted Google rankings for 5 key terms to the first page

LEADERSHIP EXPERIENCE

Eller Rising Stars in Marketing Program

Tucson, Arizona

Selected Participant

March 2025 – Present

- Selected as one of 30 Eller students for a competitive career-development program featuring executive mentorship, company visits, leadership training, and technology industry networking.

Phi Chi Theta Business Fraternity

Tucson, Arizona

Vice President of Marketing/ Media

November 2023 – November 2025

- Developed a social media marketing strategy that increased Instagram followers by 370% in six months
- Created engaging content strategies, leveraging trends, analytics, and audience insights to boost reach and engagement — improved post engagement rate by 45%

TECHNICAL SKILLS

Marketing & Event Platforms: Swoogo, Adobe Workfront, Sociabble

Analytics & Reporting: Power BI, Google Analytics, Microsoft Excel, Tableau

AI Tools & Skills: Claude, ChatGPT, Microsoft Copilot, Prompt Engineering, Token Management & Optimization, Context Management, AI Workflow Design, AI Prototyping

Collaboration & Design: SharePoint, Microsoft Teams, PowerPoint, OneNote, Canva, Adobe Photoshop