

# Katie A. Windfeldt

[katiwindfeldt@gmail.com](mailto:katiwindfeldt@gmail.com) | [www.linkedin.com/in/katiwindfeldt](http://www.linkedin.com/in/katiwindfeldt) | <https://katiwindfeldt.com/>

Marketing and business professional with a Master of Business Administration and a foundation in marketing, management, business analytics, and operational support. Experienced in CRM reporting, marketing operations, content management, process improvement, and project coordination across fast-paced environments. Recognized for strong attention to detail, organizational skills, and the ability to deliver accurate, high-quality work while managing multiple priorities.

## EDUCATION

### University of Nevada, Reno

- Master of Business Administration (MBA)

### University of Nevada, Reno

- B.S. in Marketing & Management | Minors: Business Analytics & Human Resources

## WORK EXPERIENCE

### Nevada State Board of Accountancy | Administrative Assistant | *June 2019-Present*

- Lead workflow optimization project, reducing document processing times by 20% and increasing overall team efficiency.
- Conduct detailed record reviews and audits to verify data accuracy, completeness, and compliance requirements.
- Maintain accurate records and databases through document preparation, data entry, auditing, and organization of confidential information.

### ITS Logistics | Student Associate – Marketing | *April 2024-April 2025*

- Managed migration of 30+ website content assets, ensuring accuracy, consistency, and adherence to brand standards while meeting project deadlines.
- Coordinated monthly marketing communications, proofread marketing content, performed quality assurance reviews, and conducted HubSpot audits to ensure campaign accuracy and improve content performance.
- Generated and analyzed monthly CRM reports using HubSpot, maintaining accurate marketing data and providing actionable insights for campaign performance.
- Managed monthly expense reporting for the marketing department, overseeing an \$80,000 budget to ensure accurate financial tracking and budgeting.
- Selected to provide ongoing support for marketing events, trade shows, mailers, and special projects following completion of the internship from January 2026-May 2026.

## TECHNICAL SKILLS & CERTIFICATIONS

- HubSpot CRM & Email Marketing Certified
- HubSpot Social Media I & II Certified
- Microsoft Excel, Word, Outlook, PowerPoint
- Dynamics 365
- WordPress
- SEMrush
- MarketMuse
- Adobe InDesign
- Adobe Photoshop
- Asana
- CRM Reporting & Marketing Analytics
- Database Management & Data Auditing
- Project Coordination & Workflow Management

## LEADERSHIP & INVOLVEMENT

### Delta Gamma - Eta Iota Chapter

- Director of House Management | *January 2024 – January 2025*
  - Managed operations of a 14,000-square-foot residence housing 40 members, ensuring efficient day-to-day operations.
  - Collaborated with professional staff, vendors, and board members to support organizational goals and facility management.
  - Established processes for a newly created leadership position while assisting with employee recruitment and performance evaluations.