

KATHLEEN MCMAHAN

(256) 682-0201 | kcmcmahan1983@gmail.com | [Portfolio](#) | [LinkedIn](#)

Key Skills and Attributes

Creative & Strategic Thinking · Dynamic Troubleshooting · Active Listening & Persuasion · Intuitive & Inventive · Project Leader & Collaborative Thought Partner

Work Experience

BRANDEIS UNIVERSITY · WALTHAM, MA

Executive Administrator & Communications Specialist, School of Arts & Sciences (current)

- Conceptualized the reorganization of over 2,000 web pages and presented recommendations to key stakeholders.
- Designed a web page for an A&S event, achieving over 10,000 views within one month of publication.

Sr. Department Administrator, Faculty Affairs and Communications (May - Sep 2023)

- Spearheaded a new web content strategy for the A&S website, increasing engagement by 274% and decreasing bounce rate by 79% within the first quarter of implementation.
- Increased A&S Instagram followers from 120 to over 500 in less than 10 months.

Department Administrator, Faculty Affairs (Sep 2020- May 2023)

- Utilized existing resources to implement a new document retention policy, reducing office files by over 40%.
- Orchestrated the successful execution of the first-ever on-campus undergraduate symposium with 450+ attendees.

CLEMSON UNIVERSITY · CLEMSON, SC

Executive Assistant to CFO and CHRO (Jan 2019 - Sep 2020)

- Choreographed a job shadow program with C-suite executives and 20 direct reports.
- Drafted and edited vital internal memos for Finance and Operations C-suite.

Executive Assistant to Director of Admissions (Mar 2017 - Jan 2019)

- Streamlined the undergraduate admissions appeals process, reducing caseload by 50% in one academic year.
- Redesigned the Admissions budget structure for more efficient and accurate reporting.

AMERICAN ACADEMY OF RELIGION · DECATUR, GA

Executive Assistant to the Executive Director (Jan 2015 - Mar 2017)

- Maintained Executive Director's calendar, travel, and email correspondences.
- Assisted in drafting and organizing materials for strategic planning and communications.

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APTMETRICS, INC. · DECATUR, GA

Consulting Associate (Jan 2013 - Jan 2015)

- Developed a standardized guide on company practices and products for onboarding use.
- Executed smooth development and delivery of selection and assessment products for various Fortune 500 companies.
- Successfully implemented multiple online surveys, both domestically and internationally, averaging 1-2,000 participants each.

Project Assistant (Jan 2012 - Jan 2013)

- Championed the use of branding standards across all deliverables and designed templates to ensure consistency.
- Prepared focus group materials, monitored timelines, formatted reports, and fielded customer support calls.

Project Coordinator (Jan 2011 - Jan 2012)

- Organized and cataloged over 2,000 electronic documents and built an Excel database for tracking litigation cases.
- Coordinated scheduling and travel logistics for the Vice President.

Education & Certifications

BRANDEIS UNIVERSITY · WALTHAM, MA

M.S. Digital Marketing & Design

HRCI LEARNING CENTER

PHR. Professional in Human Resources Certification

UNIVERSITY OF COLORADO AT BOULDER · BOULDER, CO

M.A. Religious Studies

BERRY COLLEGE · ROME, GA

B.A. Religion, **B.S.** Government

Technical Knowledge

Microsoft Office Suite (Excel, Word, PowerPoint) · Adobe Acrobat · Canva · Meta Business Suite · Workday · Squarespace · Qualtrics · Cascade · Google Analytics 4 (GA4) · Balsamiq · Tableau · Photoshop · HTML