

KATE WALKUP

PROFESSIONAL EXPERIENCE

Social Media Content Manager

Eugene Marathon – January 2025 to Present

- Lead the development and execution of dynamic social media campaigns to elevate the Eugene Marathon brand.
- Collaborate with internal teams, sponsors, and ambassadors to ensure consistent and engaging messaging across all channels.
- Analyze performance metrics to inform future strategies and enhance engagement.

Content Specialist (Contract)

TrackTown USA – Summer 2022, Summer 2025

- Captured and shared real-time social media content for the 2025 USATF Outdoor and Para National Championships, 2022 and 2025 Prefontaine Classic, and 2022 NCAA Championships.
- Assisted with media interviews at the 2025 Prefontaine Classic.
- Wrote a feature articles and photographed competition at the 2022 NCAA Championships.

Sports Sales & Marketing Coordinator

Travel Lane County – December 2023 to August 2025

- Assisted with influencer campaigns, itineraries, and strategy.
- Created and implement cross-platform marketing strategies, including landing pages, blogs, and digital assets.
- Managed the sports events calendar and lead the "Welcome to TrackTown" campaign with key partners such as UO, TrackTown USA, and the NCAA.
- Curated LinkedIn content to drive B2B awareness and event sales leads.

Communications Intern


TrackTown USA – April to July 2021

- Authored 27 articles covering track and field athletes and events, incorporating results and human-interest storytelling.
- Created engaging social media content and conducted interviews to support digital campaigns.

Sports Editor

The Linfield Review – September 2020 to May 2023

- Produced and edited all sports content, from features to game recaps, under tight deadlines.
- Conducted interviews and in-depth research to ensure accuracy and narrative strength.

 541-968-1267

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 [LinkedIn](#)

PROFESSIONAL SUMMARY

Digital marketing professional with a strong background in social media strategy, content creation, and influencer marketing. Experienced in leading campaigns and building brand engagement for organizations like TrackTown USA, Eugene Marathon, and Travel Lane County. Skilled storyteller with a passion for content creation.

EDUCATION

Bachelor of Arts in Journalism and Media Studies

Linfield University – McMinnville, OR
May 2023 | Summa Cum Laude

CORE SKILLS

- Influencer Marketing
- Digital Marketing Strategy
- Social Media Management (Instagram, X, Facebook, LinkedIn, TikTok)
- Content Writing & Editing
- Campaign Development
- Photography & Visual Storytelling
- Video Ideation & Production Support
- Community Engagement
- Project Management
- Media Relations
- Adobe Creative Suite, Canva, Meta Business Suite

ACHIEVEMENTS

- Vern Marshall Award – Linfield University Athletics (2023)
- Best Sports Story – Oregon Newspaper Publishers Association (2024)