

# Kate McCoy

Corporate Brand Development Specialist - Williamsville, New York

Kate is the newest member of the CPIBN staff; as the Corporate Brand Development Specialist, she is focused on growing CPIBN's three practices areas through social media presence and marketing strategies.

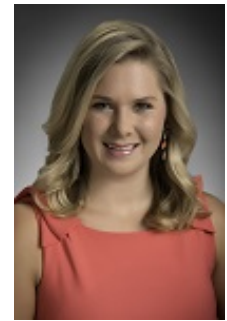
Kate brings a unique blend of professional talents. A law school graduate with a passion for history, literature, and art, she approaches marketing and social media with analytical creativity. During law school, Kate's tenure as Editor-in-Chief of a law journal honed her skills as a fundraiser and social media coordinator as well as her research and writing abilities. At CPIBN, Kate researches best practices for successful social media presence and gathers ideas for CPIBN's website and online marketing plans.

## BUSINESS EXPERIENCE

An avid collector of transferable skills, Kate's previous jobs and internships range from working in retail, hair salons, and restaurants to interning for a hockey team, a national non-profit, and developing and performing a Title IX review and Gender Equity Plan for Daemen College. Before joining CPIBN, she developed social media plans as a consultant. Kate works to expand upon and utilize her people skills to spread public familiarity with CPIBN in the Buffalo community as a member of Buffalo Niagara 360.

## EDUCATION & CREDENTIALS

- J.D., SUNY Buffalo Law School
- B.A., History, International Studies and Political Science minors, Indiana University-Purdue University, Indianapolis



## Areas of Expertise

- Social Media
- Marketing
- Research and Writing

## Industries

- Legal
- Customer Service
- Retail
- Athletics