

Kate Marshall

Kate.e.marshall@live.com • kateemmarshall.com • 949.287.9990

EDUCATION

Texas Christian University
May 2024, (GPA: 3.7)
BBA in Marketing w/ Fashion
Merchandising Specialization

Neeley Fellows
Member of a highly selective 3-year business honors program that educates students of exceptional potential through rigorous academics, co-curricular opportunities, and professional development.

EXPERIENCE

Urban Atelier Group New York, NY
Marketing Intern *June 2023 – August 2023*

- Copywrote and designed an internal sustainability guide to foster companywide initiative in sustainability goals inspired by LEED building requirements and with future marketability in mind
- Wrote branded and engaging copy for newsletters, public relations, and social media content
- Key contributor to creative ideation for portico developments, event planning, and strategic marketing

Craftwork Group Co. Fort Worth, TX
Digital Marketing Intern *May 2022 – Aug 2022*

- Created a social media strategy and more than 250 ready to upload social media posts for 4 months of Instagram and LinkedIn content which increased website engagement by 20%
- Designed a Monday board to organize, plan, and track content

Adera Designs Fort Worth, TX
Creative Intern *Mar 2022 – Aug 2022*

- Designed retail displays, ran photoshoots, edited content, and wrote meaningful copy for social media

Ambrosina Apothicaire Newport Coast, CA
Strategic Marketing Intern *Dec 2020 – Aug 2021*

- Constructed a target customer persona, determined potential buyers, initiated relationships and hand delivered samples for a local startup candle business, increasing wholesale sales by 50x

LEADERSHIP

Bingo in the Park Fort Worth, TX
President *Aug 2021 - Present*

- Foster empowering relationships between TCU students and members of the local homeless community
- Grew student and community engagement by 5X through partnering with a local church, advocating, creating fundraising opportunities, and designing marketing media including logos, t shirts, flyers, etc.

Neeley Fellows Honors Board Member Fort Worth, TX
VP of Marketing, Design *Jan 2022 – Dec 2022*

- Designed and created all marketing materials including flyers, yard signs, social media content, slide decks and any materials needed for recruitment utilizing Adobe CS

OTHER SKILLS AND INTERESTS

Skills: Microsoft Excel and PowerPoint Certified, Proficient in Adobe Photoshop, InDesign, Illustrator

Interests: Ethical and sustainable practices in fashion, homemade pasta, DIY projects, Painting