



# Kate Marshall

[Kateemarshall.com](http://Kateemarshall.com)

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## Education

### Texas Christian University

May 2024 (GPA: 3.7)

BBA in Marketing w/ Fashion Merchandising Specialization  
John V. Roach Honors College

### Neeley Fellows Member

Member of a highly selective 3-year business honors program that educates students of exceptional potential through rigorous academics and professional development

## Certified In

### Microsoft

Excel, Powerpoint

## Proficient In

### Adobe CS

Photoshop, InDesign, Illustrator

### Google Suite

## Interests

Socially Responsible Fashion

Homemade Pasta

DIY Projects

Writing Poetry

Painting

## *Experience*

### Urban Atelier Group

Jun 2023 - Aug 2023

New York, NY

#### Marketing Intern

- 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
- Key contributor to creative ideation for portico developments, event planning, and strategic marketing

### Craftwork Group Co.

May 2022 – Aug 2022

Dallas, TX

#### Digital Marketing Intern

- 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

Mar 2022 - Aug 2022

Fort Worth, TX

#### Creative Intern

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

### Ambrosina Apothicaire

Dec 2020 - Aug 2021

Newport Beach, CA

#### Strategic Marketing Intern

- 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

Aug 2021 – Present

Fort Worth, TX

#### President

- 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 Board Member

Jan 2022 - Dec 2022

Fort Worth, TX

#### VP of Marketing, Design

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