

Katherine Carey

Des Plaines, IL | katherinepgould@gmail.com | (630) 664-3144

MARKETING PROFESSIONAL | CREATIVE STRATEGIST | TRUSTED COLLABORATOR | CUSTOMER-FOCUSED LEADER

Dynamic, results-driven marketing strategist with 10+ years in the beauty industry and a proven track record of leveraging consumer insights, marketing analytics, and competitive intelligence to drive successful campaigns, media initiatives, and promotions. Skilled in project organization and cross-team collaboration. Committed to delivering superb customer experiences while staying at the forefront of emerging trends and innovations.

PROFESSIONAL EXPERIENCE

Director of Digital Marketing and Social Media

Sep 2022 – December 2023

Sam Villa | Remote

- Led schedules, graphics, videos, copywriting, and team of 30 ambassadors, producing livestreams, YouTube tutorials, and trade show seminars monthly to drive product sales.
- Managed annual marketing budget of \$200K, 50 artist contracts, and all payments for digital content.
- Instructed 500 affiliate businesses on social media best practices and designed promotional graphics to align with Sam Villa website promotions.
- Facilitated biannual webinars for affiliates, featuring macro influencers and covering business topics including social media practices and promotions.
- Guided annual photo and video shoots enabling marketing campaigns and product launches.
- Led team of 3 video editors, briefing on products and content goals, and ensuring guideline-compliant, accurate, and consistent deliverables.
- Oversaw social agency for content mapping and community management, driving product sales and reaching 3M followers aggregated.
- Spearheaded Sam Villa's presence on TikTok, handling all content mapping and community management, gaining 60K followers.
- Ensured product copy consistency across web, social media, press releases, and partner platforms by verifying trademark usage and brand guidelines.
- Collaborated with creative agencies for print and digital graphic design for web, social, and email.

Digital Marketing and Social Media Coordinator

Jan 2021 – Aug 2022

Sam Villa | Remote

- Managed copywriting and graphic design for in-person seminars and 157 social livestreams with 550K views, educating stylists on Sam Villa products.
- Wrote monthly analytics reports for the executive team, summarizing TikTok performance, social media activity, and follower growth of 30 ambassadors.
- Arranged monthly video shoot shot lists for Owner, Sam Villa, supporting user-generated content (UGC) to increase monthly sales.
- Enhanced brand engagement by capturing and curating content at tradeshow and popup events and promoting on social media.
- Collaborated with social agency on their Instagram content mapping and briefed on upcoming monthly promotions and initiatives.

- **Scholarship and Marketing Coordinator**

Oct 2018 – Dec 2020

Beauty Changes Lives | Rosemont, IL

- Managed 12 scholarship programs, including agreements, marketing strategy, web promotion, and judge coordination, allocating over \$1M in funds for beauty school students and licensed professionals annually.
- Produced scholarship reports for donors and Board of Directors to compare month-over-month performance.
- Built ambassador team of 40 influencers and oversaw organization's social media channels; grew Instagram following by +200% YoY (3k to 20k).
- Created video and graphic design elements for organization's social media channels and ambassador team.
- Surged Beauty Changes Lives' scholarship applicants +242% YoY from October 2018–2019 from 168 to 575.
- Averaged email marketing open rate at Beauty Changes Lives of 21% and a click-thru rate of 4%.

Content Creation Coordinator

Mar 2018 – Oct 2018

Behindthechair.com | Chicago, IL

- Directed editorial, influencer, and social media marketing campaigns for 30+ professional beauty client accounts.
- Authored and reviewed articles on formulas, colors, and trends, emphasizing technical accuracy, conciseness, and clarity.
- Managed and coached 5 editors and oversaw digital press article copywriting, ensuring accurate and compelling storytelling.
- Utilized influencer marketing platforms for strategically planned content activations.
- Collaborated with the Creative Department on supporting digital graphics for onsite content and client campaigns.
- Attended client popup events and featured product launches on Instagram.

Advertising Account Associate

Feb 2016 – Feb 2018

Behindthechair.com | Chicago, IL

- Managed digital campaigns and reporting for 30+ professional beauty brands.
- Guided Creative Department in designing successful digital marketing banner assets to support client advertising campaigns.
- Strategized with Editorial Team on developing digital press features, print advertorials, and on-location event coverage for clients.
- Outlined invoicing schedule with the Accounting Department for all client advertising contracts.
- Reported monthly digital client campaign results, involving social media insights, website article views, and email open/CTRs to all client accounts.

EDUCATION

Bachelor of Science (BS) in Business Administration | Roosevelt University | Chicago, IL

Associates of Applied Science in Cosmetology and General Studies | College of DuPage | Glen Ellyn, IL

Illinois State Cosmetology License | Technical Center of DuPage | Addison, IL

TECHNICAL SKILLS

Adobe Photoshop, Adobe Premiere Pro, WordPress, Shopify, Canva, Sprout, Later.com, Tribe Dynamics, Influencer, Google Analytics, Klaviyo, Mailchimp, Microsoft Office Suites.