

Katherine Carey

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MARKETING PROFESSIONAL | BRAND STRATEGY LEADER | TRUSTED COLLABORATOR

Marketing and digital operations professional with 10+ years of experience executing digital campaigns, managing digital and UGC content for ecommerce campaigns, and coordinating cross-functional marketing initiatives in the beauty industry. Skilled in Shopify-based DTC environments, email and SMS marketing, site content management, and campaign execution across social, web, and retail channels. Proven ability to manage timelines, optimize digital customer journeys, and support product launches and promotions in fast-paced environments.

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant

January 2026 | Client: Schwarzkopf Professional

- Contributed to the development of the IGORA Grey Coverage professional education booklet in partnership with Schwarzkopf Professional and celebrity colorist Tracey Cunningham.
- Ensured technical accuracy, brand alignment, and clear stylist-focused product education for professional haircolor application.

Freelance Marketing Consultant

October 2024 – Present | Clients: Logan Parlor Salon and HAIR HAS NO GENDER NFP

- Leading digital marketing and content strategy across Wordpress-based websites, email, and social channels to support product portfolio, education programs, community events, and service promotions.
- Design and manage websites and landing pages supporting campaigns, fundraisers, and class registrations, optimizing messaging and user experience.
- Coordinate influencer partnerships and community activations to expand brand visibility and support booking growth.
- Co-present professional education classes through Hair Has No Gender's SalonCentric partnership.
- Support brand messaging, program marketing, and campaign launches across digital channels.

Freelance Marketing Consultant

January 2024 – September 2025 | Clients: AQUA and AquaLyna Hair Extensions | Remote

- Managed Shopify-based ecommerce sites, optimizing PDPs with updated imagery, enhanced product descriptions, and SEO improvements while adding new SKUs and maintaining organized product collections to support merchandising and discoverability.
- Built campaign-specific landing pages and implemented Shopify-based apps to manage sitewide discounts, gift-with-purchase promotions, and promotional product collections, supporting major sales moments including Black Friday/Cyber Monday and quarterly GWP campaigns.
- Developed and executed integrated marketing campaigns supporting product launches, distributor promotions, and trade show initiatives through targeted email and SMS campaigns in Klaviyo, increasing event attendance and stylist engagement.
- Managed campaign timelines, creative assets, and cross-functional coordination using Asana and GANTT timelines to ensure accurate execution and on-time campaign launches.

Director of Digital Marketing and Social Media

September 2022 – December 2023 | Sam Villa | Remote

- Led an omni-channel marketing strategy supporting product launches, livestream education, and brand campaigns across social and digital channels.
- Supported management of the brand's Amazon Seller Central account, developing product listing copy and coordinating product imagery to ensure accurate, brand-aligned PDP content.
- Oversaw \$200K+ marketing budgets and managed external agencies and strategic partners to support campaign execution and brand growth.
- Managed a network of 30+ professional educator influencers and 500+ affiliates, overseeing contracts, campaign alignment, and consistent product education messaging.
- Built analytics dashboards tracking campaign engagement, livestream attendance, and influencer content performance, translating insights into optimization opportunities.
- Partnered cross-functionally with product, sales, and creative teams to ensure aligned messaging, coordinated launches, and effective go-to-market execution.

Digital Marketing and Social Media Coordinator

January 2021 – August 2022

Sam Villa | Remote

- Coordinated 150+ livestream events with over 500K views in total to support product education, customer retention and overall sales.
- Directed monthly video shoots with Sam Villa to generate user-generated content that boosted monthly sales, comprising the overall shot list, scripts and product focuses.
- Produced monthly analytics and KPI reports to evaluate education performance and social engagement trends.
- Supported trade show and event education through on-site content capture, coordination of classes and supporting promotional graphics.
- Launched and led Sam Villa's TikTok presence from inception, developed content strategy, edited viral videos and managed community engagement, ultimately growing the audience to 60K followers in 2 years.
- Led team of three (3) video editors, briefing on UGC and hi-res video edits to meet content goals, and ensuring accurate, and consistent deliverables.

Scholarship and Marketing Coordinator

October 2018 – December 2020

Beauty Changes Lives | Rosemont, IL

- Oversaw digital strategy, media promotion, and reporting for 12 national scholarship campaigns.
- Led scholarship programs, overseeing agreements, marketing strategies, web promotion, and judge coordination, allocating over \$1M in funds for beauty school students and licensed professionals annually.
- Produced scholarship reports for donors and the Board of Directors to compare month-over-month program success and applicant metrics.
- Built ambassador team of 40 influencers and oversaw the 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.

Content Creation Coordinator

March 2018 – October 2018

Behindthechair.com | Chicago, IL

- Led campaign strategy for 30+ beauty clients, including editorial, influencer, and social content.
- Worked cross-functionally to deliver aligned messaging across digital, print, and experiential touchpoints.
- Authored and reviewed digital and print articles on hair color formulas, hair cuts, and trends, emphasizing technical accuracy, conciseness, and clarity.
- Supervised a team of five (5) editors, maintaining high-quality digital press releases, articles, and client content.
- Utilized influencer marketing platforms for strategically planned content activations.
- Attended client events to create promotional content for social media and digital platforms.

Advertising Account Associate

February 2016 – February 2018

Behindthechair.com | Chicago, IL

- Expanded digital campaigns for 30+ professional beauty brands, including campaign reporting and analytics.
- Guided the creative department in designing successful digital marketing assets to support client advertising campaigns.
- Strategized with the editorial team on developing digital press features, print advertorials, and on-location social media event coverage for clients.
- Outlined invoicing schedule with the accounting department for all client advertising contracts.
- Compiled client reports summarizing digital campaign performance, including social media insights and email campaign metrics.

EDUCATION

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

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

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

INTERNSHIPS

Premier Beauty Supply | Marketing Intern | June 2015 - January 2016 | Northbrook, IL

StyleSeat | Marketing/PR Intern | October 2014 - January 2015 | Chicago, IL

TECHNICAL SKILLS/PROGRAMS

Adobe Premiere Pro, Asana, Attentive, Brevo, Canva, Click Up, Figma, Google Analytics, Influenster, Klaviyo, Later.com, Mailchimp, Microsoft Office Suite, Refersion Affiliate Marketing, Shopify, Sprout Social, SmartSheet, Submittable, Type Form, Thought Industries, WordPress.