

Katherine Carey

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MARKETING MANAGER | CREATIVE STRATEGIST | TRUSTED COLLABORATOR | BEAUTY INDUSTRY EXPERT

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

Marketing Consultant

October 2024 – Current

Katherine Carey Creative LLC | Remote

Clients: Hair Has No Gender NFP and Logan Parlor

- Managing social media strategy, content planning, posting, and community engagement for Logan Parlor and Hair Has No Gender, developing static visuals, UGC features, and video content that drives follower growth and audience engagement.
- Coordinating influencer activations to promote Logan Parlor Salon to Chicago follower bases to increase visibility and reach for new salon bookings and social media growth.
- Designing and updating websites on a regular basis with new promotions, landing pages, educational classes, and fundraisers to ensure consistent messaging and an elevated user experience.
- Leading email marketing initiatives to promote events, classes, sales, and fundraising campaigns to support both revenue growth impact for the salon and nonprofit.

Marketing Consultant

January 2024 – September 2025

Katherine Carey Creative LLC | Remote

Clients: AQUA and AquaLyna Hair Extensions

- Developed and executed cross-channel marketing strategies to support trade show activations, product promotions, sampling programs and educational events.
- Designed project timelines through GANTT charts detailing project plans for dual-brand marketing campaigns across email, SMS and social media digital advertising.
- Grew attendance for in-person and virtual educational events through targeted email, SMS, and social campaigns.
- Optimized eCommerce UX and conversion via Shopify, enhancing performance across mobile and desktop.
- Coordinated between internal stakeholders to ensure frictionless execution of campaigns for product launches, brand promotions, events and tradeshow.
- Designed and executed lead generation campaigns with landing pages, pop-ups, and automated email flows that surged account sign-ups by 30%.

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 external 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 an 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 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 | Jun 2015 - Jan 2016 | Northbrook, IL

StyleSeat | Marketing/PR Intern | Oct 2014 - Jan 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.