

Katherine Carey

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MARKETING PROFESSIONAL | PERFORMANCE MEDIA LEADER | BEAUTY INDUSTRY EXPERT

Results-driven digital marketing leader with 10+ years of experience in the professional beauty industry. Proven track record of leveraging consumer insights, local marketing analytics, and competitive intelligence to drive high-converting paid media campaigns, and lead generation strategies. Proficient in web optimization, performance analytics, and cross-channel digital advertising. Expert at leading cross-functional teams, collaborating with agency partners utilizing Asana and Click Up, managing budgets, and executing data-driven campaign optimizations aligned to client and franchise acquisition KPIs.

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant

January 2026 | Client: Schwarzkopf Professional

- Developed and verified brand-aligned educational content supporting professional haircolor campaigns featuring celebrity colorist Tracey Cunningham.
- Ensured technical accuracy, brand alignment, and clear stylist-focused product knowledge copy.

Freelance Marketing Consultant

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

- Lead integrated digital marketing, local search strategy, and multi-channel content management (email, social, website) to boost brand engagement, local footprint, and service bookings.
- Design and optimize websites and landing pages supporting campaigns, fundraisers, and class registrations, enhancing user experience and conversion rates.
- Coordinate local influencer relationships and community marketing activations, enhancing audience reach and campaign traction.
- Co-present professional education classes through Hair Has No Gender's SalonCentric partnership.
- Deliver monthly marketing performance reports and regularly optimize campaign tactics based on performance analytics.

Freelance Marketing Consultant

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

- Produced high-performing ad creative and short-form video assets for performance marketing campaigns on Meta to maximize brand visibility and lead conversion.
- Executed daily ad trafficking, custom audience segmentation, and budget pacing across Meta and TikTok to ensure flawless multi-market campaign execution.
- Partnered bi-weekly with an external SEO specialist on Google Ads keyword strategy, account structures, and conversion tagging to maximize web traffic and paid media ROI.
- Built campaign-specific landing pages and implemented Shopify-based apps to manage sitewide conversion funnels, promotions, and tailored collection launches.
- Structured and executed automated lifecycle marketing campaigns via email and SMS in Klaviyo to scale customer retention and subscriber sign-ups.
- Managed campaign timelines, creative assets, and cross-functional coordination using Asana and Figma implementing GANTT timelines to ensure accurate execution, team collaboration and on-time campaign launches.

Director of Digital Marketing and Social Media

September 2022 – December 2023 | Sam Villa | Remote

- Led an omni-channel acquisition and digital marketing strategy supporting national product launches, livestream education, and targeted brand campaigns.
- Executed paid social campaigns across Meta and TikTok, managing full-funnel account structures, lookalike/custom audiences, budget pacing, and conversion path optimizations.
- Monitored campaign pacing and budget delivery across Meta and TikTok, optimizing underperforming ad sets to improve CTR, CPA, and overall campaign efficiency.
- Oversaw \$200K+ media budget while managing external performance agencies to scale paid search (Google Ads), Performance Max, and social initiatives.
- 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.
- 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

- Managed copywriting and graphic design for in-person seminars and 157 social livestreams with 550K views, educating stylists on Sam Villa products.
- Directed monthly video shoots with Sam Villa to generate video content that boosted monthly sales, comprising the overall shot list, scripts and product focuses.
- Collaborated with our external social agency on Instagram content mapping and media buying after aligning on upcoming monthly promotions and initiatives.
- Worked closely with influencers to produce UGC for TikTok Spark Ads and Meta ads, amplifying sales performance and social reach.
- Wrote monthly analytics reports for the executive team, summarizing TikTok performance, social media activity, and follower growth of 30 ambassadors.
- Launched and led Sam Villa's TikTok presence from inception, developing content strategy, editing viral videos and managing community engagement, ultimately growing the audience to over 60K followers in 2 years.
- Led team of three 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 digital lead generation strategy for national scholarship campaigns, increasing qualified applicant leads +242% YoY from October 2018–2019 from 168 to 575.
- Managed 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.

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, Hubspot, Klaviyo, Later.com, Mailchimp, Meta Ads Manager, Microsoft Office Suite, Refersion Affiliate Marketing, Shopify, Sprout, Social, SmartSheet, Submittable, TikTok Ads Manager, Type Form, Thought Industries, WordPress.