

Katherine Carey

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MARKETING PROFESSIONAL | CREATIVE STRATEGIST | TRUSTED COLLABORATOR

Dynamic, results-driven marketing strategist with a decade of experience 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

Freelance Marketing Consultant

September 2024 - Present

Clients: Logan Parlor Salon & Hair Has No Gender NFPO | Remote

- Managed 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 drove follower growth and audience engagement.
- Coordinated influencer activations, bartering salon services in exchange for social promotion to increase visibility and reach for both the salon and nonprofit.
- Designed and updated website landing pages to highlight educational classes, fundraisers, and promotions, ensuring consistent messaging and an elevated user experience.
- Led email marketing initiatives to promote events, classes, sales, and fundraising campaigns supporting both revenue growth and community impact.
- Supported pop-up events for Hair Has No Gender, assisting with logistics and live social coverage to expand brand awareness within the professional beauty industry.

Freelance Marketing Consultant

January 2024 – August 2025

Clients: AQUA and AquaLyna Hair Extensions | Remote

- Developed and executed cross-channel marketing strategies to support trade show activations, product promotions, sampling programs and educational events.
- Commanded 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; surged account sign-ups by 30%.

Director of Digital Marketing and Social Media

September 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.
- Managed YouTube account publishing and monetizing videos, tagging products and creating thumbnails.
- 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.

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.
- 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 agencies on their Instagram content mapping and briefed on upcoming monthly promotions and initiatives.

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

- 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

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), Marketing | Roosevelt University | Chicago, IL | 2016

Associates of Applied Science in Cosmetology and General Studies | College of DuPage | Glen Ellyn, IL | 2013

Illinois State Cosmetology License | Technology Center of DuPage | Addison, IL | 2010

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, Wix, WordPress.