

Katherine Carey

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DIGITAL MARKETING | BEAUTY & WELLNESS INDUSTRY EXPERT | COMMUNICATIONS MANAGER

Versatile digital marketer, communications leader, and beauty industry expert with 10+ years of experience developing go-to-market strategies, positioning brands, translating customer insights into marketing initiatives, and driving growth across the salon, spa, and professional beauty industries. Experienced partnering with cross-functional teams spanning product, sales, creative, education, and agency partners to launch campaigns, improve customer experiences, and optimize marketing performance. Licensed cosmetologist with deep firsthand knowledge of salon operations and emerging industry trends.

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant

January 2026 – February 2026 | Client: Schwarzkopf Professional | Remote

- Executed a targeted marketing project for Schwarzkopf Professional, translating complex R&D specifications and hair color formulations into a featured CosmoProf national educational booklet.
- Authored technically precise product marketing copy and educational messaging centered on celebrity colorist Tracey Cunningham's grey coverage techniques, ensuring strict formula accuracy and brand alignment.

Freelance Marketing Consultant

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

- Design and manage websites and landing pages supporting campaigns, fundraisers, and class registrations, optimizing messaging and user experience.
- Manage social media strategy, content planning, posting, and community engagement for Logan Parlor and Hair Has No Gender brands, developing static visuals, UGC features, and video content to drive follower growth and audience engagement.
- Coordinate influencer relationships and community marketing activations, enhancing audience reach and campaign traction.
- Lead email marketing initiatives to promote events, classes, sales, and fundraising campaigns supporting both revenue growth and community impact.
- Support 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 – September 2025 | Clients: AQUA and AquaLyna Hair Extensions | Remote

- Developed product positioning, sales collateral, and launch campaigns for new products and promotional initiatives.
- Owned content strategy and website performance across Shopify, optimizing landing page UX, conversion funnels, and sitewide promotions.
- Partnered with SEO and search partners to analyze customer search behavior and optimize digital messaging for Google SEO and Generative Engine Optimization (GEO).
- Structured and executed automated lifecycle marketing and lead generation campaigns via email and SMS in Klaviyo and Attentive to drive subscriber sign-ups and retention.
- Managed campaign timelines, creative assets, and cross-functional deliverables using Asana and Figma with GANTT timelines to ensure on-time campaign launches.

Director of Digital Marketing and Social Media

September 2022 – December 2023 | Sam Villa | Remote

- Led omni-channel digital marketing strategies supporting new product launches, trade show activations, and national education initiatives.
- Partnered cross-functionally with product, sales, creative, and executive teams to ensure aligned messaging and execution across all marketing channels.
- Managed a \$200K+ annual marketing budget, directing external digital agencies, PR partners, and contractors to optimize investment across search, social, and trade media.
- Built analytics and performance dashboards tracking campaign KPIs, competitive activity, customer engagement, and channel ROI to inform executive marketing strategy.
- Co-managed brand content on Shopify and Amazon Seller Central assets, ensuring brand governance standards and product copy consistency.
- Managed a network of 30+ professional educator influencers and 500+ affiliate partners, overseeing contracts, campaign alignment, and consistent brand messaging.

Digital Marketing and Social Media Coordinator

January 2021 – August 2022 | Sam Villa | Remote

- Managed copywriting and content production for in-person seminars, trade show events, and 157 social livestreams reaching 550K+ views.
- Directed monthly video shoots with brand leadership to generate high-performing video assets, managing shot lists, scripts, and product focuses.
- Collaborated with external social agencies on content mapping, media buying, and campaign scheduling for monthly promotional initiatives.
- Partnered with content creators to produce UGC for digital ad campaigns across TikTok and Meta, amplifying reach and sales conversion.
- Wrote monthly executive performance reports summarizing cross-channel analytics, audience growth, and campaign effectiveness.
- Launched and scaled corporate TikTok presence from inception to over 60K followers in 2 years through data-driven content strategy.

Scholarship and Marketing Coordinator

October 2018 – December 2020 | Beauty Changes Lives | Rosemont, IL

- Spearheaded digital strategy, media promotion, and reporting for 12 national campaign initiatives annually.
- Led multi-channel digital lead generation strategy, increasing qualified applicant lead pipelines +242% YoY (from 168 to 575 leads).
- Managed program operations, web promotion and web updates, and committee coordination, allocating over \$1M in funds annually.
- Presented campaign metrics, donor insights, and strategic recommendations directly to the Board of Directors and corporate sponsors.
- Built and managed an ambassador team of 40 industry influencers while growing Instagram audience by +200% YoY.

Content Creation Coordinator

March 2018 – October 2018 | Behindthechair.com | Chicago, IL

- Partnered directly with 30+ major beauty manufacturers and contract client accounts to position new products through editorial, influencer, and educational campaigns.
- Collaborated with brand and marketing teams to translate complex hair color formulas and product specs into clear, engaging editorial content.
- Worked cross-functionally across digital, print, and experiential touchpoints to deliver unified brand messaging.
- Supervised a team of five (5) editors, maintaining high-quality press releases, digital articles, and commercial client features.

Advertising Account Associate

February 2016 – February 2018 | Behindthechair.com | Chicago, IL

- Collaborated on digital marketing campaigns and account reporting for 30+ professional beauty brand accounts.
- Guided internal creative teams in designing digital ad assets and sales collateral aligned with client campaign goals.
- Partnered with editors on digital press features, print advertorials, and on-location trade show coverage for manufacturer clients.
- Compiled comprehensive client analytics reports summarizing multi-channel performance, including web traffic, email open/CTRs, and social engagement.

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, Chat GPT, Claude, Click Up, Figma, Gemini, 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.