

Katherine Carey

Des Plaines, IL | KatherineCareyCreative@gmail.com | (630) 664-3144 | katherinecareycreative.com | [LinkedIn](#)

CREATIVE DIRECTION | PERFORMANCE MARKETING | MULTI-CHANNEL BRAND STRATEGY

Performance-driven Creative Leader with 10+ years of experience blending visual storytelling with growth data to drive multi-channel campaign ROI. Expert at translating data insights (CTR, CPA) into high-converting creative strategies across paid social, web, and lifecycle marketing. Proven track record of directing content production, mentoring cross-functional teams, and successfully repositioning brands for D2C/B2C growth

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant

January 2026

Client: Schwarzkopf Professional | Remote

- 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

Client: Logan Parlor and Hair Has No Gender NFP | Remote

- Manage 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 to drive follower growth and audience engagement.
- Coordinate influencer relationships and community marketing activations, enhancing audience reach and campaign traction.
- Design and manage websites and landing pages supporting campaigns, fundraisers, and class registrations, optimizing messaging and user experience.
- 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

Client: AQUA and AquaLyna Hair Extensions | Remote

- Managed campaign timelines, creative asset briefs, and cross-functional team coordination using Asana, Figma, and GANTT timelines to ensure campaign execution and on-time launches.
- Collaborated with an external SEO specialist on Google Ad buying and tagging to increase web traffic.
- 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.
- Developed and executed integrated marketing campaigns on Klaviyo and Attentive for email drip campaigns, SMS, and pop-ups to increase sales and event sign-ups.

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 paid and organic social, email, SMS and web ecom digital banners.
- Creatively directed a comprehensive brand repositioning campaign to pivot professional-grade products to everyday B2C consumers; conceptualized the vision board and shot list and produced short-form video content and still imagery that generated high-converting, evergreen assets still utilized across the brand's Shopify e-commerce platform and Amazon Storefront.
- Oversaw a \$200K+ marketing budget and managed external creative, social and videography agencies facilitating on-time payments to all parties.
- Collaborated with external creative agencies on designing monthly banner assets to support our social, livestream and product promotion content calendars to boost product sales.
- Managed a network of 30+ influencers and 500+ affiliates, overseeing contracts, campaign alignment, and consistent product education messaging.
- Built analytics dashboards and monthly reports tracking campaign insights including livestream attendance, engagements, and influencer content performance, translating data into optimization opportunities.

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 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 digital campaign strategy for 30+ beauty clients, including editorial, influencer, and social ad 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 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 media campaigns for 30+ professional beauty brands, including campaign setup, invoicing, and reporting.
- 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.
- 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, Hubspot, Influenster, 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.