KATHERINE PARKER

DIGITAL MARKETING | CONTENT AND BRAND COMMUNICATIONS

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SUMMARY

Marketing professional with hands-on experience across hospitality, retail, and technology. Manage social media, website content, SEO, email, and lead follow-up as the sole marketer for an event venue. Combine photography, video, and writing with performance analysis and customer-facing sales experience. MBA candidate in Marketing & Digital Marketing.

MARKETING EXPERIENCE

Social Media & Sales Assistant | Jan 2026–Present

Amarante's Sea Cliff | New Haven, CT

- Own digital marketing across Facebook, Instagram, TikTok, email, and the website for a waterfront wedding and event venue.
- Reached 152K+ Instagram views in 90 days, nearly half from non-followers; use Instagram Insights to evaluate content and guide planning.
- Rebuilt the website with event-specific landing pages and inquiry forms; manage on-page SEO and publish wedding-planning and local-history articles.
- Analyze inquiries by event type and lead source, filtering bot submissions; identified 52 genuine inquiries in 19 days, with search the leading self-reported source.
- Developed GoHighLevel inquiry workflows with pricing-guide responses, follow-up emails, and internal sales notifications; conduct outreach and follow-up to support tours and bookings.
- Created an 18-page wedding guide, food and beverage menus, and campaign graphics, combining copywriting, photography, and consistent visual design.
- Analyze menu costs and margins to inform pricing; develop a Google Sheets calculator organizing event packages, portions, and per-guest cost estimates.

Bridal Consultant & Social Media Coordinator | Aug 2025–May 2026

Atiana's Boutique | Milford, CT

- Created and appeared in short-form videos for a TikTok account with 8.6K followers; top video reached 21.5K views and 533 comments.
- Developed recurring content series, designer spotlights, Canva graphics, and seasonal promotions, including Wicked and Stranger Things concepts for prom audiences.
- Served as lead bridal consultant, guiding customers through gown selection, fittings, and purchases in a high-ticket, appointment-based sales setting.

LEADERSHIP AND MARKETING PROJECTS

Vice President of Recruitment / Social Media Coordinator | May 2022–Dec 2024

Delta Phi Epsilon | University of Rhode Island

- Led recruitment marketing and personalized outreach to 900+ students, helping grow new member classes from a typical 5–6 to 16 in one semester and contributing to 133% initiation growth.
- Led a 15-member creative team and managed a $10K recruitment budget; represented the chapter as First Delegate at the 2024 International Leadership Forum.
- Developed chapter PR and brand presentation, including Wear Letters Wednesday; the chapter earned the 2023–2024 URI Greek Life Public Relations Award.

Digital Marketing Project | 2025

Atritium IT Security

- Updated the company website and developed brand messaging to communicate cybersecurity, network infrastructure, and IT consulting services.
- Created branded social media content and service-focused campaign materials, translating technical offerings into accessible customer-facing copy.

ADDITIONAL EXPERIENCE

Data Intern | Rhode Island Department of Health | Jan 2025 – Jun 2025

- Worked with rabies data, REDCap workflows, data accuracy, and public-health reporting.

Marketing Photographer | URI Campus Recreation | Jan 2022 – Mar 2023

- Photographed and edited club and intramural sports imagery for social media, campus televisions, and digital posters.

Photographer | Photos by Kat | Aug 2020 – Present

- Create and edit portrait, event, lifestyle, and wildlife photography; develop branding and manage client communication.

Radio Intern | Star 99.9 / Connoisseur Media | Jan – Jun 2021

- Researched news and prepared daily email recaps used on air for The Anna and Raven Show.

Editorial Editor & Staff Writer | Mane Street Mirror | Aug 2019 – Jun 2021

- Edited 10–20 peer articles monthly, wrote features and profiles, and helped produce four issues in Adobe InDesign.

EDUCATION

MBA, Marketing & Digital Marketing (STEM) | Expected Dec 2028

University of New Haven, Pompea College of Business

B.S., Animal Science & Technology | May 2025

University of Rhode Island

SKILLS

Marketing: Social media strategy, content planning, campaign development, copywriting, on-page SEO, email marketing, lead generation, CRM workflows, consultative sales.

Analysis: Social media reporting, inquiry-source analysis, pricing and margin analysis, budget management, Google Analytics, Google Sheets, REDCap.

Tools: WordPress, Squarespace, GoDaddy, GoHighLevel, Meta Business Suite, Canva, Photoshop, Lightroom, InDesign, CapCut. Photography and short-form video.