

KATHERINE PARKER

DIGITAL MARKETING · SOCIAL MEDIA · LEAD GENERATION · EVENTS & HOSPITALITY

katparker1102@gmail.com · (203) 693-0461 · Shelton, CT · [linkedin.com/in/katherineeparker](https://www.linkedin.com/in/katherineeparker) · kpconsultingct.com

SUMMARY

Social media and content marketer who runs digital marketing solo for a waterfront event venue, from short-form video and photography to email, SEO, website, and inquiry tracking. Reached 152K+ Instagram views in 90 days, nearly half from non-followers, and led campus recruitment that took new member classes from a typical 5 to 6 members to 16. MBA candidate in Marketing seeking a long-term role in marketing and analytics to help brands reach their goals.

EXPERIENCE

Social Media & Sales Assistant

Jan 2026 – Present

Amarante's Sea Cliff | New Haven, CT

- Own all digital marketing for a waterfront wedding and event venue as the only marketer on a four-person office team: Facebook, Instagram, TikTok, email, and website.
- Reached 152K+ Instagram views in 90 days, nearly half from non-followers, using wedding photography and short-form video; use Instagram Insights to identify top performers (static posts drove about two thirds of views).
- Rebuilt the company website with event-specific landing pages and inquiry forms; manage on-page SEO and email campaigns.
- Track inquiry form data by event type and lead source and filter out bot submissions to keep it clean; identified 52 genuine event inquiries in 19 days (42% weddings, with search the top self-reported source).
- Run cold outreach and follow-up on event inquiries to move leads toward tours and bookings.
- Support operations by setting up POS systems for the seasonal restaurant, assisting with internal audits, and completing a profit and margin analysis of every menu item to inform pricing; cross-trained as a server and bartender.

Bridal Consultant & Social Media Coordinator

Aug 2025 – May 2026

Atiana's Boutique | Milford, CT

- Served as lead bridal consultant, guiding brides through gown selection, fittings, and purchase in a high-ticket, appointment-based sales setting; also styled prom and formalwear with color analysis, garment steaming, and corset alterations.
- Created and starred in short-form video and Canva story graphics for a TikTok account with 8.6K followers, including recurring series ("Dress Inspo," "Style of the Week," "Top Dresses Sold This Month"), designer spotlights, and behind-the-scenes posts; top video reached 21.5K views and 533 comments.
- Built trend-based and seasonal campaigns (Wicked and Stranger Things tie-ins, St. Patrick's Day, holiday content) and promotional posts for the prom party and last chance sale.
- Brought in my own camera equipment and coached the social media manager on content ideas.

Vice President of Recruitment · Recruitment and Social Media Coordinator

May 2022 – Dec 2024

Delta Phi Epsilon Sorority, University of Rhode Island | Kingston, RI

- Built and led the chapter's PR and outreach strategy: launched "Wear Letters Wednesday," set standards for how members presented themselves in letters, and repositioned the chapter as a polished but close-knit brand. Earned the 2023–2024 URI Greek Life Public Relations Award, the chapter's first award since its 2018 founding other than Most Improved.
- Directed recruitment marketing for a 50-member chapter: personally texted every prospective member and reached 900+ students, growing new member classes from a typical 5 to 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.

ADDITIONAL EXPERIENCE

- **Marketing Photographer, URI Campus Recreation** (2022 – 2023): Photographed club hockey and intramural basketball, baseball, soccer, and volleyball and edited every image; work was featured on social media and on campus TVs and digital posters in residence halls, recreation facilities, and the library.
- **Radio Intern, Star 99.9 / Connoisseur Media** (Jan – Jun 2021): Researched pop culture and political news daily and sent email recaps used on air for "The Anna and Raven Show."
- **Editorial Editor & Staff Writer, Mane Street Mirror** (2020 – 2021): Edited 10 to 20 peer articles a month with written feedback on each, and helped produce four issues in Adobe InDesign, which I learned on my own. Wrote features and profiles, including interviews with local business owners.

EDUCATION

Master of Business Administration, Concentration in Marketing & Digital Marketing (STEM)

University of New Haven, Pompea College of Business | West Haven, CT – Expected Dec 2028

Current coursework: Marketing Analysis & Customer Value, Economics for Managers, Accounting Foundations, Introduction to Finance

Bachelor of Science, Animal Science & Technology

University of Rhode Island, College of the Environment and Life Sciences | Kingston, RI – May 2025

Relevant coursework: Public Speaking, Technical Writing, Statistics, Mass Media

SKILLS

Marketing: Social Media Strategy · Content Strategy · Campaign Development · Lead Generation · Email Marketing · SEO · Copywriting · Cold Outreach · Brand Positioning

Analytics & Business: Performance Reporting · Social Media Analytics · Instagram Insights · Google Analytics · Pricing & Margin Analysis · Budget Management · Market Research

Platforms & Creative: WordPress · Squarespace · GoHighLevel · Meta Business Suite · Canva · Photoshop · Lightroom · InDesign · CapCut · Short-Form Video · Photography

Customer-Facing: Consultative Sales · Guest Service · Front-of-House Hospitality · POS Systems

AWARDS

BusinessRate Best of 2026, Event Venue, New Haven, CT (Amarante's Sea Cliff) · URI Greek Life Public Relations Award, 2023–2024 · Honorable Mention, Press Journalist, International Yale Model United Nations 2019