

Contact
katebartdesign@gmail.com

Katherine Bartschat

Skills

Adobe Illustrator, Photoshop,
InDesign, Premiere Pro, Animate

Sprout Social/Hootsuite

Graphic Design

Photography

Copywriting

Personal Skills

Creative

Curious

Industrious

Experience

Content Marketing Manager

November 2021 - January 2023/ Portland, Oregon
Diatomix

Directed Meta paid advertisements - 7.89% click through rate + .23 average CPC over 6 months

Developed email marketing- 1,000 email subscribers gained over 3 months

Achieved an average of 33% open rate on email campaigns - with a 4% increase by the end of December 2023

Generated content for Instagram, Facebook, LinkedIn, and TikTok

Designed and managed company website - Used data from Google Analytics to optimize website structure

Social Media Manager

July 2020 - September 2021/ Davis, California
Three Ladies Cafe

Created weekly content for Facebook, Instagram, and TikTok

Initiated/managed projects ranging from room renovations to morale boosting strategies

Facilitated cross promotions with local businesses

Designed graphics and managed all photography/video

Social Media Intern

August 2019 - September 2020/ Sausalito, California
The Marine Mammal Center

Generated content for Facebook, Instagram, LinkedIn, and Twitter

Directed and implemented the organization's first Instagram donation campaign which received 1,115,453 impressions throughout and reached 100% of the fundraising goal

Maintained a content calendar to ensure proper posting cadence

Wrote digestible copy on conservation biology and research published by the Center

Social Media Intern

June 2019 - September 2019/ Phitsanulok, Thailand
Sappraiwan Elephant Sanctuary

Developed a team-wide photo-sharing system to streamline content creation

Educated followers on conservation science through informative posts

Edited photos with Adobe Photoshop and created graphics on Adobe Illustrator and Canva

Other Experience

Creator of Viral Facebook Meme Account - @ucdavismemes

Created and designed all content on page

10,450 organic followers

Built a community through in-person events

Education

B.A. in Psychology- 2015-2019

University of California, Davis
Dean's list recipient: 2016, 2017, 2018
GPA 3.85
Graduated with honors

Elected Personal Development Chair

Alpha Chi Omega | Theta Pi | 2018/2019

Activities: Research Assistant, Fitness Instructor,
Calf-feeding intern, TAB writer