

# Katherine Schultz

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## Education

### **University of San Diego Student**

Bachelor of Business Administration  
Majors: Marketing and Business Administration (3.7+ GPA)  
Dean's List Honors Fall '22-'25 & Spring '22-'26

San Diego, CA  
August 2022- Present

**Rye High School:** High School Diploma June 2022 (96.00 GPA)

## Work Experience

### **Golden Hippo**

#### **Digital Acquisition Marketing**

- Managed \$80K+ in paid media spend across multiple campaigns in 3-month timeline, generating \$25K+ in revenue, and achieving up to 113% ROI
- Executed A/B testing on creatives and landing pages, scaling top-performing assets to 44.5% of total spend and improving overall ROAS
- Analyzed campaign performance and customer data to optimize acquisition strategies, driving 247+ conversions at an average CPA of ~\$100
- Developed performance reports and delivered data-driven recommendations to refine campaign strategy and improve marketing efficiency

San Diego, CA  
1/26 - 5/26

### **Power Digital Marketing**

#### **Email & SMS Lifecycle Marketing Intern**

- Built and managed automated lifecycle campaigns for 10+ clients, ensuring accurate segmentation, personalization, and end-to-end tracking across platforms
- Supported daily operations of the email and SMS marketing channels, including campaign strategy, content calendar management, A/B testing, deployment, and performance reporting
- Wrote engaging ad copy to boost persuasive marketing efforts
- Leveraged data analytics in A/B Testing, driving measurable improvements in open rates and click-through rates
- Applied AI-powered tools to streamline campaign workflows, enhance personalization, and optimize audience engagement strategies
- Observed client calls focused on reporting, creative direction, and lifecycle strategy to strengthen client-facing communication skills

San Diego, CA  
6/25 - 8/25

### **Glow Bar**

#### **Marketing and Social Media Intern**

- Created and published dynamic social media content and TikToks resulting in a 20%+ engagement increase
- Analyzed campaign performance metrics to deliver actionable insights and presented detailed digital marketing reports
- Managed order fulfillment and studio communication, ensuring smooth operations and strong client relationships
- Supported brand and product management through market research and competitive analysis
- Led proactive community management by interactions with audiences and engaged with aligned brands and influencers on TikTok

New York, NY  
6/24 - 8/24

### **Fresh Prints**

#### **Sales Campus Manager at University of San Diego**

- Oversaw multiple simultaneous custom apparel projects from initial outreach through delivery, managing timelines, requirements, and expectations for 10+ student organizations
- Served as the central point of contact between clients and internal teams (design, production, logistics), ensuring alignment of specifications and deadlines
- Gathered and organized specifications for each order, including sizing, branding, customization, and budget alignment
- Monitored production progress, addressed issues proactively, and maintained consistent communication with clients
- Provided guidance on product options and pricing strategies to support client goals and successfully close projects

San Diego, CA  
1/24 - 4/24

## Platforms

Google Workspace, Meta Business Suite, Salesforce, Rill, SemRush, Google Ads, Social Media Platforms, OutBrain, Taboola, ChatGPT, Excel, Word, Tableau, Slack, Canva, CapCut, Adobe Photoshop, Qualtrics, IBM SPSS Statistics, Klaviyo, Iterable, Figma, MilledPro, and Asana