

Kate Korepova

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MARKETING EXPERIENCE

Electric Power Engineers, LLC. Austin, TX

June 2021 - Present

Marketing Associate

- Enhanced brand identity by creating brand guideline aesthetics across all platforms, resulting in increased brand recognition and customer engagement.
- Redesigned multiple webpages, improving user experience and contributing to a **30%** increase in engagement.
- Managed website content, print advertising, and initiated targeted promotional and email campaigns, resulting in a **21%** increase in conversions and customer retention.
- Developed and executed over **100** innovative digital marketing materials for social media and the company's blog, driving **15%** growth in online engagement and **20%** increase in website traffic.
- Generated over **35** high-quality leads at the DISTRIBUTECH International conference, resulting in **70%** conversion rate.
- Initiated the hiring process of a marketing manager, successfully expanding the marketing team and hiring **3** talented marketing interns, enhancing overall team productivity and effectiveness.

ACCENT Student Media, ACC, Austin, TX

Nov 2020 – May 2022

Art Director

- Designed and developed more than **70** captivating print and digital media pieces, including brochures, flyers, and social media graphics, consistently meeting project deadlines.
- Conceptualized and produced **3** visually appealing quarterly student magazines, creating layouts and designing the final look, resulting in positive feedback from readers and stakeholders.
- Supervised and trained a team of **9** graphic and digital design members, effectively delegating tasks and ensuring high-quality deliverables.
- Devised and implemented an eye-catching Instagram campaign, leading to a **20%** increase in follower growth and enhanced brand visibility.
- Monitored and analyzed ad campaign execution and performance, making data-driven adjustments that resulted in **40%** increase in click-through rates and conversions.

Real Appliance Repair, LLC. Austin, TX

Aug 2020 - Mar 2021

Graphic Designer

- Developed an effective logo and brand guidelines, creating a cohesive brand identity that resonated with the target audience.
- Designed visually appealing marketing materials for distribution, including business cards and magnets, contributing to improved brand recognition and customer engagement.
- Created engaging and inspirational printed and digital materials using Adobe Creative Suite, effectively communicating key messages and driving customer interest.
- Provided strategic and thoughtful graphic design solutions, aligning with communication goals and achieving maximum impact in marketing campaigns.

EDUCATION

The University of Texas at Austin

Expected May 2024

Bachelor of Science in Advertising, GPA: 4.0

Relevant Coursework: Marketing Foundations, Media Planning, Advertising Research

Austin Community College

May 2022

Associate of Arts, Communication Studies, GPA: 4.0

Honors Program,, PTK Honor Society,

ADDITIONAL SKILLS

Fluent in Russian

Social Media Campaign Promotion

Sharp Written and Verbal Communication Skills

Adobe Creative Suite

Microsoft Office

WordPress, Wix

Mailchimp

SalesForce

Excel