

# Kate Thomas

## Contact Information:

[LinkedIn](#)

[Portfolio](#)

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470-626-6864

## Skills and Certifications:

- Yoast SEO
- Global Competency Certification
- Adobe Creative Cloud
- S.P.I.N training
- NIL Certified
- HTML and CSS training
- Wordpress
- WISE Financial Literacy

## Education:

### Clemson University

- BS in Marketing, May '24
- Brand Communication Minor
- Clemson Business at Oxford University
- Dean's Global Leadership Program

## Relevant Coursework:

- Professional Selling
- Introduction to Digital Graphics Basics of Indesign, Photoshop, and Illustrator
- Promotional Strategy
- Global Business Negotiations
- Leadership Lessons: Pivoting out of Crisis
- Marketing Metrics and Analytics
- Brand Creation and Ideation

## Related Experience:

### Adobe Studio Intern

#### January 2023- Present

- Completed weekly training sessions evaluated by Adobe facilitators to ensure a sound instruction plan for patrons
- Mastered Adobe Digital Studio technology, and the creative cloud to lead teaching classes
- Assisted students of all majors with troubleshooting and implementing solutions to their design projects for required coursework.

### Cadency, Student-Led Agency: Creative for Ally Bank

#### August 2023- Present

- Led the development of creative campaigns and marketing strategies
- Conducted research to identify and target audiences for achieving brand goals.
- Generated and delivered creative ideas that align with Ally Bank's mission and goals.

### Furniture From High Point: Marketing Intern

#### Summer 2023

- Completed in-depth research of the client's competitors to determine industry trends and consumer preferences.
- Created a user-friendly website for clients using WordPress.
- Implemented SEO techniques, improving client's website search engine rankings.
- Designed and Implemented system for developing an emailing program

## Leadership Experience:

### Founder and President, Clemson Fashion Club

#### August 2022 - Present

- Founded and built a student organization bringing together students interested in exploring sustainable and diverse fashion trends in a social setting.
- Recruited and led executive officers for the organization.
- Secured university funding, researched speakers, and collaborated with other student organizations increasing visibility on campus.
- Created Social Media campaign adding 800 Instagram followers.

### Member, Dean's Global Leadership Program

#### January 2022 - Present

- Selected through competitive interview process to Dean of Business School's Global Leadership Program
- Trained through negotiation role plays with students from IESEG (Institut d'Économie Scientifique Et de Gestion).
- Studied abroad at Oxford University focusing on cross cultural leadership skills during the Summer of 2022