

Katherine St. Clair

Owings, MD | (804) 904-2816 | st.clairkatherine10@gmail.com | www.linkedin.com/in/katherine-st-clair-74ba12329

Experience

The University of Alabama College of Engineering

September 2025 to May 2026

Digital Communications Assistant

Tuscaloosa, Alabama

- Maintained and organized a content calendar for strategic social media scheduling.
- Captured and edited photos and videos to showcase events and student achievements.
- Drafted engaging captions aligning with the college brand voice for social media posts.
- Supported event coverage through creative content production and timely social media posting.

Depop

August 2025 to May 2026

Campus Manager

Tuscaloosa, Alabama

- Executed campus activations and merchandise distributions to drive app sign-ups.
- Coordinated events such as swap shops and workshops to enhance student engagement.
- Collaborated with campus organizations to share trend insights via Depop's Student Culture Panel.
- Monitored event outcomes through surveys and recap reports to assess success.

Uber One

January 2025 to April 2025

Campus Ambassador

Tuscaloosa, Alabama

- Increased brand awareness through distribution of promotional flyers across campus.
- Drove member sign-ups via tabling events and targeted digital outreach.
- Engaged student audiences by developing compelling social media content.
- Executed on-campus activation events to encourage student participation and sign-ups.

Kappa Alpha Theta

November 2023 to December 2024

Online Media Director

Tuscaloosa, Alabama

- Managed content calendar to maintain consistent posting schedules and event coverage across platforms.
- Developed and executed social media strategies that enhanced engagement and reinforced chapter brand consistency.
- Secured PR partnerships and acquired gifted products through collaboration with various brands.
- Organized photo and video shoots to produce high-quality content aligned with chapter standards.
- Designed promotional graphics that highlighted chapter events, philanthropy initiatives, and campus involvement.
- Launched and managed an alumnae newsletter to foster connections and boost alumnae engagement.

Adobe

March 2023

Campus Ambassador

Tuscaloosa, Alabama

- Promoted Adobe Express during a two-day interactive campus campaign, targeting student engagement.

Education

The University of Alabama

May 2026

Bachelor of Science: Psychology

Tuscaloosa, Alabama

- Minor in Advertising and Public Relations
- Kappa Alpha Theta