

Katherine St. Clair

Washington, DC | (804) 904-2816 | st.clairkatherine10@gmail.com | [LinkedIn](#) | [Website](#)

Experience

The University of Alabama Styslinger College of Engineering

September 2025 to May 2026

Digital Communications Assistant

Tuscaloosa, Alabama

- Managed content for the college's Instagram, LinkedIn, and Facebook accounts.
- Maintained and organized 2 content calendars for strategic social media scheduling.
- Created graphics, videos, and written content highlighting student success, research, events, and academic programs.
- Produced short-form video content and timely event coverage.
- Drafted captions translating complex engineering concepts into accessible, audience-focused content for social media.

Depop

August 2025 to May 2026

Campus Manager

Tuscaloosa, Alabama

- Ranked 6th out of 200 participating universities nationwide for app sign-ups during the program.
- Planned and executed 17 campus activations and promotional events to drive app downloads, user sign-ups, and brand awareness.
- Organized and hosted a clothing swap that facilitated the exchange of more than 200 clothing items among students.
- Collaborated with four campus organizations to expand event reach and increase student participation.
- Evaluated event performance through surveys and recap reports to measure engagement and guide future activations.

Uber One

January 2025 to April 2025

Campus Ambassador

Tuscaloosa, Alabama

- Created digital graphics and social media content to promote Uber One and drive student engagement.
- Executed two on-campus activation events to increase brand awareness and membership sign-ups.
- Conducted student outreach through tabling and digital marketing efforts to support membership growth.

Kappa Alpha Theta

November 2023 to December 2024

Online Media Director

Tuscaloosa, Alabama

- Managed the chapter's Instagram and TikTok accounts, increasing Instagram followers by 33.2%.
- Created content that generated over 1.5 million views across TikTok and Instagram during primary recruitment.
- Increased Instagram engagement rate from approximately 7% to over 13% during recruitment season.
- Directed, filmed, and edited recruitment videos viewed by more than 2,000 potential new members.
- Planned and coordinated nine photo and video shoots for a chapter of over 400 members.
- Led a team of two photography and videography chairs to support content creation efforts.
- Launched and managed an alumni newsletter through Mailchimp to strengthen alumnae engagement.
- Designed graphics in Canva promoting chapter events, philanthropy initiatives, and recruitment activities.
- Secured product partnerships and PR opportunities through outreach to brands.

Adobe

March 2023

Campus Ambassador

Tuscaloosa, Alabama

- Promoted Adobe Express during a two-day campus activation, 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