

KATHERINE FUKUDA

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EDUCATION

University of California, Santa Barbara

Sep 2016 – Mar 2020

BA: Film and Media Studies | Minor: Asian American Studies

Certificate: Health and Wellness / Personal Training

EXPERIENCE

Sep 2020 – Present

Social Media Coordinator | The Salvation Army - California South Division

- Create appealing social media content that promote division-wide programs and events to expand audience and donations from current and potential donors
- Track KPIs to optimize social pages and leverage organic material
- Monitor channels and conduct social listening to enhance brand reputation and discover new opportunities
- Launched division's first influencer campaign and TikTok account
- Grew Instagram following by 112% in one year

Jun 2020 – Aug 2020

Marketing Strategy Intern | interTrend Communications

- Conducted consumer research to create a specialized brand message and strategic narrative that appeals to and aligns with a multicultural audience
- Apply market findings and knowledge of emerging trends to marketing tactics to increase client sales

Aug 2019 – Jun 2020

Branding & Design Intern | UCSB Athletics

- Produced digital and in-print advertising graphics for 19 Division I NCAA programs
- Created marketing campaigns to promote awareness of upcoming athletic events
- Communicated with sponsors to create promotional material

Mar 2019 – Jun 2020

Outreach Coordinator | Coastal Fund

- Managed Coastal Fund outreach email, website, social media and newsletter in order to engage students in coastal conservation projects
- Developed on-campus awareness programs to actively involve students and organizations with local coastal conservation
- Organized and promoted Coastal Fund events such as the end of the year Gala, quarterly beach cleanups and photography contests

Aug 2017 – Aug 2019

Marketing & Promotions Coordinator | UCSB Athletics

- Developed marketing material that helped attract over 10,000 fans at a Men's Soccer match, leading the nation in collegiate soccer attendance
- Created content for social media to promote all athletic events to attract students and the community
- Responsible for coordinating promotions, outreach and contacting outside organizations for events

Jul 2019 – Sep 2019

Marketing Intern | Fox & Co. Design

- Planned social media campaigns to establish stronger company presence in design world
- Wrote and publicized blog posts that were relevant to the design industry

SKILLS

- Proficient in Adobe Photoshop, Adobe Premiere Pro, Canva, Microsoft Office, Hootsuite, and Google Suite