



Katie Fox

CONTACT

✉ Kjfox@crimson.ua.edu

☎ 843-415-3175

in [Katie-Fox2000](#)

SKILLS

- Able to perform well under pressure
- Team Player
- Retail Sales Process, Excel
- Professional Development
- Video Production
- Leadership
- Brand Development
- Community Engagement
- SEO
- Adobe Premiere Pro
- Meta Business Suite
- Adaptability

REFERENCES

Susan Cowles

Director of Career Management
Career Center at Culverhouse
scowles@ua.edu

Keely Latopolski

Director of Professional
Development & Engagement
klatopolski@culverhouse.ua.edu

KATIE FOX

Social Media Manager & Brand Strategist

Passionate about storytelling and brand-building, I am an aspiring brand marketer interested in crafting compelling narratives that resonate with diverse audiences.

I thrive in dynamic environments where creativity and analytical thinking intersect. I always aim to deliver measurable results and exceed expectations in any work environment. As I continue to grow in the field of brand marketing, I am particularly eager to contribute my skills and enthusiasm to innovative teams, recognizing their crucial role in my professional development.

Let's connect and explore how we can create powerful brand stories together!

WORK EXPERIENCE

FIELD SALES AND MARKETING

2023-Present

REPRESENTATIVE

Techtronic Industries – TTI, Houston, Texas

Representing Power Tool and Home Care Brands: Milwaukee, Ryobi, Ridgid, Hoover, and Dirt Devil

- Build and foster ongoing relationships with Key Decision Makers within the Home Depot to support both parties
- Negotiate and execute strategic in-store product placement using daily sales, data, relationship, and inventory management
- Promote, create, and execute campaigns for large scale events using media outreach and partnering with Home Depot
- Research, outline, write, edit, and proofread sales region-wide flyers and graphics to drive sales and promote our brands
- Engage daily with multiple consumer types representing multiple brand identities

STUDENT WORKER – PROFESSIONAL

2022-2023

DEVELOPMENT & ENGAGEMENT UNIT

Culverhouse College of Business, Tuscaloosa, AL

- Ran and executed both LEAD professional development program and Career Center at Culverhouse digital media
- Time managed and multitasked both programs by implanting their missions independently
- Created and scheduled pitch calendars for both program's newsletters and posts while meeting tight deadlines each week
- Strategized, created new logos, and social media graphics for weekly programs to boost community engagement
- Increased followers by 11.7% in 90 days

MEDIA ASSISTANT

2022-2022

Highest Power Network, Remote

- Managed 4 clients' social media accounts (LinkedIn, Facebook, Instagram)
- Designed monthly feed plans for all clients for approval
- Posted for all clients weekly (3 times a week)
- Managed Her Passion Builds Podcast (Wellness Podcast)
- Promoted and marketed through social media for clients anonymously

SOCIAL MEDIA MARKETING INTERN

2022-2022

H2 Marketing Consultants, Remote

- Managed 2 client social media accounts (LinkedIn, Facebook, Instagram)
- Designed monthly feed plans for all clients for approval
- Created graphics for all clients

PRESS AND MEDIA INTERN

2022-2022

Well Minded Media, Remote

- Managed Her Passion Builds Podcast (Wellness Podcast)
- Constructed press releases to potential podcast guests
- Email marketed for podcast
- Researched guests and topics for upcoming podcast episodes
- Actively reached out for collaborations

EDUCATION

UNIVERSITY OF ALABAMA, Tuscaloosa AL

2019-2023

Bachelor of Arts in Communication & Information
Science

- Major: News Media
- Minor: Consumer Sciences