

Katherine Hatcher

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CAREER PROFILE

Creative communications professional with experience in strategic storytelling, content creation, social media management, and audience engagement. Strong journalistic writer skilled at translating ideas, experiences, and organizational goals into compelling, audience-focused content. Experienced in brand communication, social media strategy, multimedia production, community engagement, and collaborative creative work, with a passion for bringing ideas to life through thoughtful and engaging communication.

EDUCATION

Baylor University — Waco, TX
Bachelor of Arts in Journalism

December 2026

- Public Relations Concentration, Minor in Business Administration
- **GPA:** 3.95
- **Dean's List:** 6 Consecutive Semesters
- Kappa Tau Alpha National Honor Society Member (Top 10% of Journalism & Mass Communication Students)

EXPERIENCE

Vista Ridge Cottages — Kalispell, MT

May 2026–Present

Marketing & Social Media Coordinator

- Developed and executed social media campaigns targeting families, young professionals, and downsizing homeowners, strengthening brand awareness and community visibility.
- Created and published 40+ Instagram and Facebook posts featuring videos, photography, graphics, and written content, contributing to **348% follower growth** and increased audience engagement.
- Managed a strategic content calendar, ensuring consistent brand messaging and timely promotion of community initiatives.
- Leveraged Meta Business Suite analytics to track reach, impressions, engagement rates, and follower growth, using audience insights to refine content strategy and identify growth opportunities.
- Cultivated partnerships with local businesses and community organizations, expanding outreach opportunities and strengthening community connections.

Seedhouse Creative Marketing & Advertising — Waco, TX

Aug. 2025–May 2026

Public Relations Intern

- Drafted 1-2 weekly news releases, media advisories, and marketing materials for nonprofit and professional service clients, supporting strategic communication campaigns.
- Produced and edited 2-3 weekly short-form videos and social media reels for Instagram, Facebook and YouTube to strengthen client visibility and increase audience engagement.
- Coordinated client and media outreach efforts to promote events, strengthen community awareness, and support attendance goals.

Pine Cove Summer Camps — Tyler, TX

May 2025–Aug. 2025

Head Media Intern

- Directed two media teams responsible for photography, videography, and social media content production, capturing and sharing experiences of 5,000 campers and 350 staffers for families, and prospective attendees and workers.
- Produced photo, video, and promotional content for the entire year supporting recruitment efforts, website updates, and organizational marketing campaigns.
- Captured and coordinated multimedia content across camp programs and special events, transforming participant experiences into engaging digital stories for Instagram, Facebook, website use, and organizational written materials.

The Baylor Lariat — Waco, TX

Aug 2024.–Dec. 2024

Arts & Life Writer

- Researched, interviewed, and authored two feature articles weekly covering local arts, culture, and community events.
- Translated complex topics and interview insights into engaging content tailored to diverse readership audiences.
- Collaborated with editors to produce accurate AP Style stories while consistently meeting publication deadlines.

SKILLS & HONORS

- **Technical Skills:** Meta Business Suite, Adobe Premiere Pro, Canva, Photography, Videography, Adobe Photoshop, Adobe Lightroom Classic, Adobe InDesign, Adobe Illustrator, Adobe Acrobat
- **Areas of Expertise:** Social Media Analytics, Content Strategy, Brand Storytelling, Community Engagement, Digital Marketing, Strategic Communications, Public Relations Writing, Media Relations
- **Leadership Roles:** Student Ambassador, Department of Journalism, Public Relations and New Media