

Katherine Hatcher

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CAREER PROFILE

Marketing and public relations professional with experience in agency communications, brand marketing, content strategy, and media relations. Skilled in integrated marketing campaigns, strategic communications, social media management, and cross-functional collaboration. Passionate about brand storytelling and building meaningful audience connections.

EDUCATION

Baylor University — Waco, TX

Bachelor of Arts in Journalism

Expected Graduation: December 2026

- Public Relations Concentration, Minor in Business Administration

GPA: 3.95

Dean's List: all seven semesters

EXPERIENCE

Vista Ridge Cottages — Kalispell, MT

May 2026–Present

Marketing & Social Media Coordinator

- Developed and executed social media strategies for residential development targeting down-sizers, young families, and young professionals to strengthen brand awareness and audience engagement.
- Created 36+ Facebook and Instagram posts, growing followers by 210.2%.
- Managed a strategic content calendar to deliver consistent, audience-focused messaging and establish a cohesive brand identity.
- Analyzed media performance metrics to optimize content strategy and audience growth.
- Cultivated partnerships with local businesses to expand community engagement and real estate visibility.

Seedhouse Creative Marketing & Advertising — Waco, TX

Aug. 2025–May 2026

Public Relations Intern

- Drafted one to two news releases, media advisories, and marketing copy each week for nonprofits and professional service clients, including the Waco Symphony Orchestra, to support strategic client campaigns.
- Produced and edited two to three reels and promotional videos each week to strengthen clients' social media presence and website engagement.
- Coordinated professional communication with clients and media outlets to promote events and increase attendance.

Pine Cove Summer Camps — Tyler, TX

May–Aug. 2025

Head Media Intern

- Directed two media teams in producing photography, videography, and social media content to engage campers, parents, and prospective families.
- Fostered a collaborative team environment that strengthened communication and ensured efficient project execution.
- Orchestrated media projects for recruitment, website content, and marketing initiatives to support organizational outreach.

The Baylor Lariat — Waco, TX

Aug.–Dec. 2024

Arts & Life Writer

- Researched, interviewed, and wrote two articles per week covering local arts, culture and community events to inform readers.
- Collaborated with editors to produce accurate, AP Style stories while consistently meeting publication deadlines.

HONORS & ADDITIONAL

- Kappa Tau Alpha National Honor Society Member — the national honor society recognizing the top 10% of journalism and mass communication students.
- Student Ambassador — Department of Journalism, Public Relations and New Media
- Technical Skills: Microsoft Word, Canva, and Adobe InDesign, Illustrator, Photoshop, Lightroom Classic, Premiere, and Acrobat