

Kate Meyer

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SUMMARY

Results-driven business professional with dual expertise in management and marketing, complemented by a business analytics minor. Proven ability to analyze operational data, optimize processes, and drive measurable business outcomes. Experienced in client relationship management, strategic problem-solving, and translating complex data into actionable recommendations. Seeking an entry-level role in strategy consulting, operations, or business analysis.

EDUCATION

University of Kentucky

Lexington, KY

Bachelor of Business Administration | Dual Major: Management & Marketing

May 2026

Minor: Business Analytics | Dean's List (2024–2025)

Relevant Coursework: Marketing Research, Data Analytics for Business, Business Strategy, Supply Chain Management

Activities: American Marketing Association, Analytics Club, Entrepreneurship Club, LeadHER Women Executives

PROFESSIONAL EXPERIENCE

Belle's Cocktail House, *VIP Operations Manager*

November 2025 – Present

- Increased weekend VIP section utilization by 78% through data-driven client outreach strategies and operational process improvements
- Manage booking logistics, reservation scheduling, and service coordination to optimize revenue per section in a high-volume venue
- Developed capacity planning and demand forecasting approach to improve staffing allocation and service delivery efficiency
- Identified and implemented process improvements to the VIP value proposition, driving increased repeat bookings and customer retention

Self-Employed, *Brand Strategy Consultant*

November 2023 – Present

- Consulted with business clients to assess brand positioning challenges, conducting competitive analysis and audience research to inform strategic recommendations
- Developed data-informed visual strategies that improved client brand visibility and audience engagement across digital channels
- Managed end-to-end project delivery for multiple concurrent clients, balancing scope, timelines, and stakeholder expectations
- Built scalable brand systems using Adobe Creative Suite, translating strategic insights into consistent cross-platform execution

KRNL Lifestyle and Fashion Magazine, *Jr. Designer & Content Strategist*

September 2025 – Present

- Collaborate with cross-functional editorial and marketing teams to translate publication strategy into cohesive visual deliverables on deadline
- Analyze content performance and reader engagement patterns to inform design decisions for an award-winning fashion publication
- Streamline design production workflows to improve turnaround time and maintain brand consistency across print and digital channels

SKILLS AND INTERESTS

Analytics & Data: Python, RStudio, JMP, Tableau, Microsoft Excel, Regression Analysis, Data Visualization, Statistical Modeling

Strategy & Operations: Process Improvement, Capacity Planning, Competitive Analysis, Strategic Positioning, Supply Chain Fundamentals, Inventory Management

Business & Communication: Client Relationship Management, Cross-Functional Collaboration, Stakeholder Presentations, Project Management

Marketing & Research: Market Research, Consumer Insights, Campaign Optimization, SEO, Digital Branding

Design Tools: Adobe Creative Suite, Visual Identity Development, Data-Driven Design Strategy