

Kate Meyer

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SUMMARY

Analytically minded marketing professional with dual expertise in marketing and management, backed by a business analytics minor. Skilled in leveraging data tools and consumer insights to drive marketing strategy, campaign performance, and brand positioning. Experienced in translating market research into actionable recommendations and delivering measurable results across digital platforms. Seeking an entry-level role in marketing analytics, market research, or data-driven marketing strategy.

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 Client Relations Manager*

November 2025 – Present

- Increased weekend VIP section utilization by 78% through targeted client outreach and relationship-driven retention strategies
- Analyze booking trends and customer behavior data to optimize reservation scheduling and maximize revenue per section
- Manage VIP client relationships and guest experience in a high-volume venue, driving repeat bookings through personalized engagement
- Identified opportunities to enhance the VIP value proposition based on customer feedback and competitive market positioning

Self-Employed, *Freelance Marketing & Brand Strategist*

November 2023 – Present

- Conducted audience research and competitive analysis to develop data-driven brand strategies for business clients across multiple industries
- Created targeted digital marketing materials aligned with campaign objectives, improving audience engagement and brand visibility metrics
- Applied consumer behavior insights to optimize visual messaging and content positioning across digital platforms
- Managed client relationships and marketing deliverables from strategy through execution, ensuring alignment with business KPIs

KRNL Lifestyle and Fashion Magazine, *Jr. Marketing Designer*

September 2025 – Present

- Design digital and print marketing assets that align with editorial brand strategy for an award-winning fashion publication
- Analyze reader engagement data and content performance to optimize visual messaging and campaign impact
- Collaborate across content, marketing, and editorial teams to ensure brand consistency and audience alignment across all channels

SKILLS AND INTERESTS

Analytics & Data: Python, RStudio, JMP, Tableau, Microsoft Excel, Regression Analysis, Data Visualization, SEO, A/B Testing Methodology

Marketing & Strategy: Marketing Analytics, Market Research, Consumer Insights, Campaign Optimization, Strategic Positioning, Competitive Analysis, Content Strategy

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

Operations: Process Improvement, Capacity Planning, Supply Chain Fundamentals, Inventory Management

Design Tools: Adobe Creative Suite, Digital Branding, Visual Identity Development, Marketing Collateral Design