

KATE MARIE MATTMILLER

DIGITAL CREATIVE & VISUAL COMMUNICATOR

CONTACT



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Charleston, SC

SKILLS

Google Ad and Meta Advertising

SEO Keyword Optimization

Web Design, WixSite, HTML and CSS code languages

Adobe Create Cloud Applications (InDesign, Photoshop, Lightroom, Illustrator, Spark, Premiere Pro, Animate), Canva

Microsoft Office Suite

Shopify Store Management

Klaviyo/Mailchimp and Email Design

Faire Wholesale Platform

ShopMy and ShareASale Affiliate Marketing Platforms

Planoly and Later Social Media Management Platforms

Copywriting and Brand Identity

Packaging and Label Mockup and Design

Understanding of all Social Media Platforms, Trends, and Processes

Photography, Videography, Set Design and Creative Direction

Campaign Planning and Management

Customer Service

Timeline and Deadline Focus

Effective Communication and Collaboration

Multitasking and Organization Skills

EDUCATION

UNIVERSITY OF
SOUTH CAROLINA

COLUMBIA, SC

MAY 2022, *Cum Laude*

B.A. Journalism and Mass Communications
Major in Visual Communications, Minor in Psychology

EXPERIENCE

LA MER LUXE

MOUNT PLEASANT, SC

Marketing Coordinator & Graphic Designer

FEBRUARY 2026 - PRESENT

- Manage and execute digital marketing initiatives for a women's resortwear brand across social media, email, and website channels.
- Plan and maintain a comprehensive marketing and social media calendar, including campaign strategy, content ideation, scheduling, and performance monitoring.
- Design branded assets for social media, email campaigns, catalogues, and other marketing materials.
- Develop and publish content across Instagram & Facebook including caption writing, engagement management, and DM/comment responses.
- Maintain and update the company website, including product images, copywriting, line sheets, and collection updates.
- Design and execute email marketing campaigns, manage subscriber lists, and coordinate promotional schedules for product launches, trade shows, and brand events.
- Maintain product catalog information and marketing assets across platforms including Faire wholesale marketplace.
- Conduct competitor research and social media analysis to inform marketing strategy and identify growth opportunities.
- Ensure all marketing materials maintain consistent brand identity and visual standards across digital and print channels.

MIGRATE MARKETING

CHARLESTON, SC

Media Coordinator

APRIL 2025- DECEMBER 2025

- Led creative content development across five Woodhouse Spa brand accounts, translating campaign concepts into visually compelling, on-brand digital storytelling.
- Concepted, created, filmed, and edited social-first content, including graphics, captions, and short-form video to drive brand presence and engagement.
- Executed email and SMS campaigns, aligning visuals and messaging with brand voice, seasonal promotions, and campaign goals.
- Maintained and updated client websites, ensuring content, visuals, and messaging reflected current campaigns and brand standards.
- Collaborated on campaign ideation and execution, contributing creative direction and asset development across initiatives.
- Managed multiple client timelines and deliverables in a fast-paced agency environment, balancing creative exploration with efficient execution.
- Built strong client and internal relationships through clear communication, adaptability, and a solutions-oriented approach, while continuously expanding creative skill sets through feedback and experimentation.

MAYA CHIA BEAUTY

CHARLESTON, SC

Digital Marketing Coordinator & Content Creator

JULY 2022 - JULY 2024

- Lead the development and execution of digital marketing content and brand strategies, including forecasting, budget oversight, and KPI definition to drive revenue growth, customer acquisition, and loyalty.
- Increase site traffic, conversion rates, social growth, email subscriptions, and sales through targeted, data-informed campaigns.
- Develop, revise, and manage content across social media, email newsletters, websites, and print, ensuring brand consistency and engagement.
- Conduct market and competitor research to identify emerging trends and growth opportunities.
- Coordinate marketing campaigns, events, meetings, and creative content calendars, maintaining organized marketing databases and assets.
- Monitor and analyze performance metrics for time-sensitive campaigns, producing reports to inform optimization and future strategy.
- Manage Shopify eCommerce operations and design marketing assets using Adobe Creative Suite.
- Craft compelling, brand-aligned copy across platforms, collaborating cross-functionally to deliver SEO-optimized, cohesive campaigns.