

KATHERINE WILSON

ADVERTISING • MARKETING

Profile

Advertising student with hands-on experience in content creation, social media, marketing outreach, and brand messaging. Skilled at developing engaging content that reflects a brand's personality and connects with its target audience. Organized, dependable, and eager to grow within the advertising industry.

Education

University of North Texas
Bachelor of Arts in Advertising
Minor in Hospitality Management

President's List - 2024-2026

Pi Beta Phi Fraternity Member

- Director of Leadership
- Merchandise Chair
- PR / Marketing Team

Skills

- Canva
- Capcut
- Adobe
- Social Media Content
- Client Outreach
- Sales

Experience

Sales Associate - HOTWORX Denton
June 2026 - Present

- Guide clients in selecting fitness programs and memberships based on their goals and needs.
- Explain products and services, address customer questions, and support a positive studio experience.
- Process transactions accurately while maintaining an organized and welcoming sales environment.

Marketing & Sales Intern - Habits365Greek
December 2025 - Present

- Conduct outreach to Greek organizations and build relationships with prospective clients.
- Develop personalized sales pitches, pricing communications, and product recommendations.
- Research leads and track communications to support marketing and sales growth initiatives.

Marketing Team - Pi Beta Phi Fraternity
Jan 2024 - Present

- Create engaging social media content for Instagram and TikTok.
- Design graphics and promotional materials for chapter events and recruitment.
- Plan photoshoots and campaigns to strengthen the chapter's brand and campus presence.

Director of Leadership - Pi Beta Phi Fraternity
Jan 2025 - Dec 2025

- Conducted chapter-wide interviews and developed questions to evaluate members' strengths and interests.
- Led a team through the selection and placement process for executive and director positions.
- Built a complete leadership board by matching members with roles aligned to their skills.