

# KATIE NEASON

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## CONTACT



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## EDUCATION

Bachelor of Arts in Media Arts and  
Public Relations

**University of South Carolina -  
Columbia, SC**

August 2018 to May 2022

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## SKILLS

- Brand Strategy & Identity
- Creative Direction
- Content Strategy & Campaign  
Planning
- Social Media Marketing
- Camera Operations (Photography,  
Videography)
- Video Editing (Premiere Pro, Final Cut,  
CapCut)
- Copywriting & Brand Messaging
- Paid Social Advertising
- Email Marketing
- SEO & Web Design
- AI Tools
- Analytics & Performance Optimization
- Project Collaboration
- Adobe CC
- Canva
- Google Analytics
- Meta Ads Manager
- AI Tools
- MS Office/Google Workspace

## WORK EXPERIENCE

### Creative Freelance

Self-Employed

January 2024 - Present

- Produced viral content, reaching 2M+ views per video, and earned a nominated music video for Best Music Video in Charleston.
- Developed and executed content strategies across TikTok, Instagram, YouTube, and Pinterest, including copywriting, influencer marketing, brand collaborations, and content calendars.
- Designed brands, logos, product mockups, and SEO-focused websites, delivering cohesive brand storytelling and digital experiences..
- Produced and directed videos, podcasts, and photography for lifestyle, product, and brand campaigns.
- Helped clients beat competitors in social engagement and visibility by leveraging creative campaigns and audience insights.

### F45 Marketing Manager

F45 Charleston

May 2024 - March 2025

- Designed and executed marketing campaigns across four studio locations using Meta Ads Manager, email, and social media.
- Produced all ad copy, scripts, video/reel content, and email campaigns, achieving measurable growth in memberships and engagement.
- Optimized ad spend and creative strategy using data-driven insights, significantly outperforming prior campaigns.

### Design Specialist

Matchstick Social Marketing Agency

January 2023 - January 2024

- Designed merchandise, branding, and social media assets using Adobe Creative Cloud and Canva.
- Produced high-performing social media content for diverse clients, including photography, video reels, graphics, and creative copywriting from concept to delivery.
- Created campaign visuals and branded assets, integrating AI tools and HubSpot workflows to enhance engagement and maintain brand consistency.

### Creative Director

Lumin8 Wellness

June 2022 - January 2024

- Co-founded and creatively directed a hemp wellness brand from concept through launch.
- Led full brand identity development, including brand strategy, naming, logo design, color systems, typography, visual language, and packaging design.
- Collaborated directly with hemp growers and product developers in Nashville, TN to align product quality with brand positioning.
- Represented the brand at industry conferences and expos across the Southeastern U.S., leading business meetings, partnership discussions, and strategic partnerships.

### Communications Director

University of South Carolina Student Government

May 2021 to May 2022

- Led and won a major campus-wide campaign, served as foremost advisor to Executive Officers, managing a team of 10+ and coordinating all external communications, social media, content creation, and print materials.
- Built and maintained relationships with press, campus organizations, and local media; produced press releases, speeches, announcements, emails, and crisis communications.
- Led campus-wide campaigns and creative initiatives, including photoshoots, video shoots, and print media, increasing student engagement and visibility.

### Public Relations Chairman

Kappa Kappa Gamma - UofSC

November 2020 to November 2021

- Oversaw chapter communications and visual identity for 400+ members.
- Managed a team of 25, mentoring assistants and strengthening member engagement and chapter reputation.
- Produced a virtual recruitment campaign, leveraging social media, video, and content to elevate the chapter's presence and become a top choice during recruitment.
- Created videos, photography, graphics, and print materials to tell cohesive stories and boost engagement.