

KATIE NEASON

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

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.