

KATERINA SERVI

Digital Marketing | Social Media | Graphic Design | eCommerce
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EDUCATION

Savannah College of Art and Design, Atlanta Campus | BFA, Fashion Marketing & Management | GPA: 3.8

Scholarships and Achievements

International Design Award | SCAD Academic Scholarship | Georgia Zell Miller Scholarship | SCAD Dean's List

EXPERIENCE

The Spin Style Agency | Social Media Coordinator | 03/2022 - Present

Managed social media platforms to promote a positive public image for the company, and draw engagement on TikTok, Instagram, Pinterest, and Facebook. Used key skills in graphic design to create video and photo content that was in line with the brand. Implemented SEO strategies and analyzed data to make posts more successful. Implemented quarterly reports to track growth of social media accounts.

Carter's | Freelance Wardrobe Assistant | 01/2021 - 03/2022

Wardrobe assistant to lead stylists for seasonal photoshoot pre-production. Worked alongside art direction and merchandising teams to bring seasonal campaigns to life. Problem-solving, organization and communication skills were key to my success in working in a fast-paced environment.

Atomos | Digital Content Creator | 06/2020 - 09/2020

Created a social media marketing video that was published on the Atomos YouTube page describing how I used their product to further the success of my work. My profile was included in their campaign for International Women's Day on Instagram.

Soundlink Studios | Video Editor | 01/2019 - 09/2020

Worked both independently and on a team to solve problems and manage digital assets in order to prioritize work to complete assignments in a timely, efficient manner for tasks that required exceptional technical competency, furthering skills in Adobe Creative Suite.

COURSE WORK

Brand Extension & Marketing Strategy for Coca-Cola | 06/2023

This project explores how Coca-Cola will further invest into alcoholic beverages as a new revenue stream for the company by re-branding Bottle-Cap Cafe into a vintage inspired speakeasy that will engage consumers in a unique way as well as act as a testing site for new ready-to-drink cocktail beverages.

PR Event Strategy for Apple Music | 02/2023

Mock-event strategic concept to increase market share and brand awareness of Apple Music. Implemented creative direction, graphic design, and awareness of North American entertainment and culture, and managed timeline and budget to fully build out creative concept.

Customer Retention Strategy for Hoka One One | 01/2023

Planned and organized strategic implementation of a mobile app, pop-up stores, creative collaborations, and fitness tracker to improve overall customer-brand relationship and increase DTC sales through graphic design, creative marketing solutions, product development, and management of timeline with key milestones.

KEY SKILLS

- Course work available to view on katerinamiaservi.com
- English (fluent) / Spanish (fluent)
- Social Media Management, Digital Marketing Content Creation, Graphic Design
- Marketing Strategy, Customer Retention Management, Product Development
- Organization, Communication, Problem-Solving
- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Premiere Pro)
- Microsoft Office Suite (Powerpoint, Excel, Word) / Canva