

KATE MALOOLEY

(630) 373-2118
Katemalooley@gmail.com
www.linkedin.com/in/kate-malooley
Katemalooley.com

EDUCATION

The University of Tennessee, Knoxville, Haslam College of Business

Bachelor of Science in Business Administration

Major: *Marketing* Concentration: *Brand Marketing* Collateral: *Entrepreneurship*

Knoxville, Tennessee

Graduation: May 2026

The University of Tennessee, Knoxville, School of Design

Bachelor of Fine Arts in Graphic Design

Major: *Graphic Design*

Knoxville, Tennessee

Graduation: May 2027

Cumulative GPA: 3.89

Dean's List, 7 semesters

PROFESSIONAL EXPERIENCE

Global Supply Chain Institute

Paid Marketing Intern

Knoxville, Tennessee

August 2023–Present

- Increased social media engagement by 82% through strategic content creation and scheduling across LinkedIn and Instagram.
- Created an end-of-year report presenting concrete data to leadership, elucidating the substantial value brought to SCM at UT by social media and the podcast.
- Designed visually appealing infographics, banners, and digital ads to bolster content marketing.
- Provided valuable insights to inform strategic decisions for future marketing endeavors.

LEADERSHIP

AIGA Professional Association For Design, UTK Chapter

Marketing Director

Knoxville, Tennessee

April 2025–Present

- Established foundational brand guidelines for UTK's first-ever AIGA chapter to ensure consistent visual and verbal identity across all platforms, helping unify communications for a newly formed campus design organization.
- Launched AIGA UTK's digital presence from the ground up, building a sustainable posting schedule and visual system to promote member involvement and events, driving early membership sign-ups from 0 to 100+ in the first month.

Smokey's Clean-up Crew

Marketing Director and Graphic Designer

Knoxville, Tennessee

January 2023–Present

- Led marketing and design for Smokey's Clean-up Crew, driving volunteer engagement from over 2,000 participants and contributing to 12,000+ pounds of trash collected and \$442K in economic impact.

American Marketing Association, UTK Chapter

Senior Director of Social Media

Knoxville, Tennessee

April 2024–May 2025

- Led the creation of a cross-platform content calendar by collaborating with the digital team, streamlining content production, and increasing engagement across social media platforms.
- Enhanced brand consistency by developing creative content, including feed posts, story posts, and reels, ensuring alignment with brand guidelines and boosting follower interaction.

SKILLS

Adobe Creative Suite, Digital Marketing, Graphic Design, Logo Design, Social Media Management, Website Design, Hubspot Certified, Microsoft Excel Skills Badge, Critical Thinking Excel Badge, Figma, UX, Branding & Identity.