

KATHRYN CLARK

Austin, Texas 78705 | 972.533.5906 | kathrynclark147@utexas.edu | www.linkedin.com/in/kat-clark/

CRAFTING STORIES FOR THE RIGHT PERSON AT THE RIGHT TIME

OVERVIEW

Growth-focused marketer and strategic storyteller, passionate about crafting and delivering personalized brand narratives that resonate with the right audience at the right time. Experienced in leveraging data, audience insights, and performance marketing to drive user acquisition, retention, and engagement. Thrives in dynamic environments, aligning cross-functional teams to develop scalable, customer-centric marketing strategies that drive growth and brand affinity.

INTERESTS

- Transforming brands into consumer identities
- Developing strategic and personalized storytelling
- Avid wakeboard competitor and party planner

CORE COMPETENCIES

- Storytelling & Brand Narrative Development
- Data Analysis & Audience Insights
- Competitive Benchmarking & Market Research

MARKETING EXPERIENCE

Growth Marketing Strategist – Capstone

Houseful | Austin, TX

Jan 2025 – May 2025

Optimized app visibility and user acquisition through strategic ASO initiatives and a paid media campaign, leveraging competitive insights and engagement data to drive retention throughout all aspect of the homebuying process.

- Created a competitor analysis to compare Houseful's new iOS app against industry leaders, identifying opportunities for differentiation and improved market positioning for go to market app launch
- Analyzed key engagement metrics to define benchmarks for healthy app interaction and long-term user engagement
- Developed an ASO strategy to enhance app discoverability and increase downloads up to 10K
- Collaborated with stakeholders to refine growth initiatives, ensuring alignment with business objectives

Sports Marketing Analyst Competitor

National Collegiate Sports Analytics Competition | Nashville, TN

Jan 2025 – Feb 2025

Developed a social media campaign strategy for the Professional Women's Hockey League based on insights gathered from their social media engagement data and presented findings to sports marketing professionals.

- Analyzed social media engagement data and trends to develop insights to optimize profile retention strategies
- Evaluated the disconnect between engagement metrics and community-building, proposing strategies to foster long-term audience loyalty and increase PWHL superfans
- Presented key findings and strategic digital growth recommendations to sports marketing professionals

Marketing Case 3rd Place Finalist

McCombs Marketing Case Competition & C3 Events | Austin, TX

Jan 2025 – Feb 2025

Created and presented a proposal to C3 executives that would drive festival attendance and brand loyalty through the implementation of a gamified loyalty badge program, placing 3rd overall against all graduate programs including MBA.

- Researched past digital marketing campaigns to identify key drivers of festival attendance and audience engagement
- Created an executive summary deck aligning with ACL Festival branding to communicate strategic insights
- Proposed a gamified loyalty program to enhance user engagement, optimize the customer journey, and reduce purchase drop-off rates

ADDITIONAL EXPERIENCE

Commercial Intern

Expedia Group | Austin, TX

Jan 2025 – Feb 2025

- Conducted research on commercial aerospace sector ESG and sustainability initiatives for over 50 airlines
- Generated a market analysis on booking flows and found 7% unrealized market value of sustainability in booking
- Analyzed airline ticketing data to explain drops in purchase and to understand customer travel trends
- Presented an executive summary on research findings increasing ESG awareness to key stakeholders by over 50%

Founder: KYCS

Kendra Scott Women in Entrepreneurship Leadership Institute | Austin, TX

Jan 2025 – Feb 2025

- Engineered a smart bike rack solution with anti-theft technology and mobile app integration to improve micromobility security and accessibility
- Conducted in-depth market research on bike theft trends, analyzing city infrastructure investments and theft rates to identify high-demand locations for implementation, focusing first on college campuses
- Developed a scalable business model using a B2B and B2C revenue strategy and pitched to potential investors

EDUCATION

Master of Science in Marketing | University of Texas, Austin, Texas

May 2025

Relevant Coursework: Digital Marketing, Design Thinking, Marketing Analytics, Data Visualization/Storytelling

Bachelor of Science in Communications & Leadership | University of Texas, Austin, Texas

May 2024

Minor in Global Sustainability Leadership

Bachelor of Arts in Theatre Art, Stage Management | University of Texas, Austin, Texas

May 2024

EDUCATION

Technical Skills: Microsoft Suite, Adobe Creative Cloud, Looker, R Studio, SQL, Python, Tableau, Canva, Google Analytics, GenAI, ASO