

Kate Harper

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EDUCATION

Clemson University | Clemson, South Carolina 2022-2026

B.A. in Language and International Business and Management

University of Sevilla | Seville, Spain Spring 2025

Study Abroad Program- International Business and International Marketing

WORK EXPERIENCE

Corporate Communications Intern, ScanSource | Greenville, South Carolina May 2025- August 2025

- Wrote and refined press releases, blogs, and corporate statements to strengthen brand visibility and communication strategy.
- Developed and executed social media campaigns to amplify corporate blogs, showcase internship experiences, and highlight community initiatives.
- Analyzed performance metrics across multiple platforms to optimize engagement strategies, increasing audience reach by 20%.

Social Media Marketing Intern, Lemon 3 Agency | Seville, Spain January 2025- May 2025

- Implemented social media marketing strategy that increased engagement with target audiences by 50%.
- Created, edited, and managed multimedia content across three distinct social media accounts, each representing a different brand, to enhance engagement and visibility.
- Composed professional written and verbal communication in Spanish to support marketing initiatives and cross-cultural engagement.

Public Relations Intern, Shift Porter Novelli | San Jose, Costa Rica May 2024- August 2024

- Managed the production of Costa Rican marketing material for 10 corporate companies, including writing copy for advertisements or website content.
- Designed and executed innovative brand campaigns, increasing customer engagement by 15%.
- Strengthened client reputation by developing culturally tailored PR strategies that aligned with local market trends.

LEADERSHIP EXPERIENCE

Vice President of Ritual and Fraternity Appreciation | Alpha Chi Omega January 2024- January 2025

- Oversaw the planning and execution of multiple large-scale events, managing logistics for 400+ attendees across various venues.
- Coordinated with vendors, catering services, and entertainment providers to ensure seamless event experiences.
- Helped drive engagement and brand alignment through strategic event planning and promotion.

SKILLS

- Bilingual in English and Spanish with expertise in professional writing, editing, and cross-cultural communication.
- Adobe Creative Suite: Skilled in multimedia content creation and brand development.
- Canva: Expert in designing marketing assets, social media graphics, and corporate branding.
- Project Management Tools: Experienced in Workfront, Microsoft Applications, SEMrush, and Asana.
- Microsoft Office Specialist: Excel Associate.

