

CATALINA ZAMORA

CONTACT

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19 Tupelo Road,
Hilton Head Island SC, 29928

EDUCATION

CLEMSON UNIVERSITY

Clemson, SC

Major: Communication

Minor: Brand Communication

Class of 2027

HILTON HEAD PREPARATORY SCHOOL

Hilton Head Island, SC

Class of 2023

SKILLS

- Proficient in Spanish and English
- Computer Skills (Microsoft Word, Microsoft excel, Google Slides, Google Docs, Canva, Adobe, Flodesk)

PROFILE

- Member of Alpha Phi Sorority
- Chair ~ Philanthropy Alpha Phi Sorority
- Presidents List ~ Fall 2023, Fall 2024, Spring 2025
- Deans List ~ Spring 2024

WORK EXPERIENCE

Carolina Social Management

Intern

2025- Present

- Designed branded social media graphics, email templates, and promotional materials using Canva and Flodesk
- Created visually cohesive content for Instagram, Facebook, and newsletters to align with brand identity and marketing goals
- Developed content calendars and coordinated design assets to support monthly campaigns, contests, and events
- Contributed to the creative direction of digital campaigns by producing eye-catching visuals and engaging captions

Events By McCoy, LLC

Intern

2024- Present

- Assist in marketing, advertising, and direct mail campaigns
- Evaluate marketing campaign and data analytics
- Assist in scheduling and coordinating events
- Answer email inquires and direct to appropriate person

Independent childcare provider

Nanny

2019-Present

- Provided care for children ages 9 months to 12 years both inside and outside the home
- Deliver structure and communication
- Facilitate transportation to and from sporting activities

HomeSense

Retail Sales Associate

2024-2025

Established and improved in-store experience practices for internal and external customers.

- Developed and maintained positive store culture through honesty, integrity, and respect.
- Handled customer purchases/returns and charge backs to customers according to established operating procedures.
- Supported merchandising inventory for the sales floor by following established procedures and standards.
- Maintained organizational and recovery standards for the sales floor and participated in maintenance of the store.