

CATALINA ZAMORA



CONTACT

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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

- Social Media & Brand Storytelling
- Content Creation & Visual Design
- Canva, Flodesk, Adobe
- Microsoft Office & Google Workspace

PROFILE

Communication major with a minor in Brand Communication who enjoys helping brands connect with people in meaningful and authentic ways. Experienced in social media, content creation, and campaign support, with a strong interest in how brand voice, visuals, and messaging work together. Known for being creative, organized, and audience-focused, with a collaborative approach to bringing ideas to life.

WORK EXPERIENCE

Events By McCoy, LLC

Marketing & Events Intern

2024- Present

- Support marketing, advertising, and direct mail efforts for client events
- Assist with event planning, scheduling, and on-site coordination
- Review campaign performance and engagement to improve future efforts
- Manage client communication with a strong focus on professionalism and clarity

Carolina Social Management

Marketing and Social Media Intern

2025- 2026

- Created branded social media graphics, email templates, and promotional content using Canva and Flodesk
- Helped shape cohesive brand voices across Instagram, Facebook, and newsletters
- Made content calendars and supported monthly campaigns, contests, and client events
- Collaborated with clients to bring their brand personality to life through visuals and captions

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 a positive store culture through honesty, integrity, and respect.
- Handled customer purchases/returns and chargebacks 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.