

CATALINA ZAMORA

CONTACT

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EDUCATION

CLEMSON UNIVERSITY

Clemson, SC

B.A Communication

Minor: Brand Communication

Class of 2027

HILTON HEAD PREPARATORY SCHOOL

Hilton Head Island, SC

Class of 2023

SKILLS

PORTFOLIO



<https://catalinazamorastudio.com/>

- Canva
- Adobe Creative Suite
- HubSpot SEO & Digital Advertising
- Social Media Strategy
- Content Creation
- Microsoft Office & Google Workspace

PROFILE

Communication student with experience in digital marketing, social media strategy, and branded content creation. Skilled in campaign support, content planning, and audience engagement across social platforms. Passionate about creative storytelling, brand communication, and marketing strategy.

WORK EXPERIENCE

Red Ventures - Sage Home Loans

Marketing Intern

Summer 2026

- Helped in the implementation of digital marketing campaigns on different platforms
- Supported customer growth efforts through branded content and messaging
- Collaborated with marketing teams to ensure brand communication consistency
- Analyzed campaign metrics and audience engagement trends
- Contributed to social media, email marketing, digital content strategy
- Operated in a fast paced environment managing numerous projects and deadlines

Carolina Social Management

Marketing and Social Media Intern

2025- 2026

- Created marketing materials and branded social media graphics for clients
- Managed monthly content calendars on Instagram and Facebook
- Consistent posting and content planning resulting in higher audience engagement
- Created marketing templates to maintain brand consistency
- Worked with clients to ensure a consistent online presence and messaging
- Content planning, scheduling and campaign organisation assistance

Events By McCoy, LLC

Marketing & Events Intern

2024- Present

- Helped with planning and coordination of weddings and client events
- Supported marketing initiatives via social media and promotional content
- Communicated with clients and vendors to help plan logistics for events
- Assisted in the setup and running of event schedules and organization information
- Provided creative ideas to improve client experience and event branding.
- Worked in a fast-paced environment with multiple responsibilities