
What Girls Know Best

Hello.

Kathryn O'Leary

2024

Kathryn O'Leary



What Girls Know Best

Introduction.

Hi! I'm Kathryn O'Leary
Social Media Specialist
Graphic Designer
Content Creator
Dog Lover
Small Business Enthusiast

2024

Education

2017

Louisburg College

Associates of Art
General College

2019

University of North Carolina Wilmington

Bachelor of Arts
Communication Studies
Business Minor

2023

North Carolina State University

Master of Education
Training and Development

Achievements

2016

Phi Beta Lambda Business Fraternity

1st Place at Nationals in
Social Media Campaign Event

2017

Phi Beta Lambda Business Fraternity

1st Place at States in
Social Media Campaign Event



What Girls Know Best

My Work.

Strategic Planning | Content Creation | Platform Management

Kathryn O'Leary

2024

Grey the Brand | 2022-2023

Branding

Post Scheduling

Paid Advertising

Content Creation

Strategic Planning



Focus: Consistency
Results: 841% increase in accounts reached
529% increase in engagement
15% increase in followers

First Three Months

After Brunch | 2022-2023

Branding
Post Scheduling
Content Creation
Strategic Planning



Focus: Consistency and Branding
Results: 950% increase in accounts reached
150% increase in engagement
27.4% increase in followers

Southern Serendipity | 2023

Content Creation
Strategic Planning
Facebook LIVE Events



Focus: Marketing, Sales
Results: 502-624 accounts reached
1-5 sales per LIVE
Multiple in-store shoppers the following day
due to seeing the LIVE

First 3 Months

Bella Donna | 2023

Content Creation



Focus: Consistency, Simplifying
Results: 65.7% increase in accounts reached
6.7% increase in followers

Vance Granville Community College Content Creation Strategic Planning Paid Social Media Management

**HUNDREDS OF
JOB OPPORTUNITIES**

Over 450 welding jobs on Indeed in North Carolina right now! A career in welding opens the door to endless job opportunities. What are you waiting for? Enroll at **VGCC** and start shaping your future today!

WELDING PATHS

- ✓ 2 Year Degree
- ✓ 1 Year Diploma
- ✓ 1 Semester Certificate



Vance-Granville Community College

NIGHT CLASSES NOW AVAILABLE!

**YOU COULD EARN:
\$63K+
A YEAR**

*number is a median salary potential

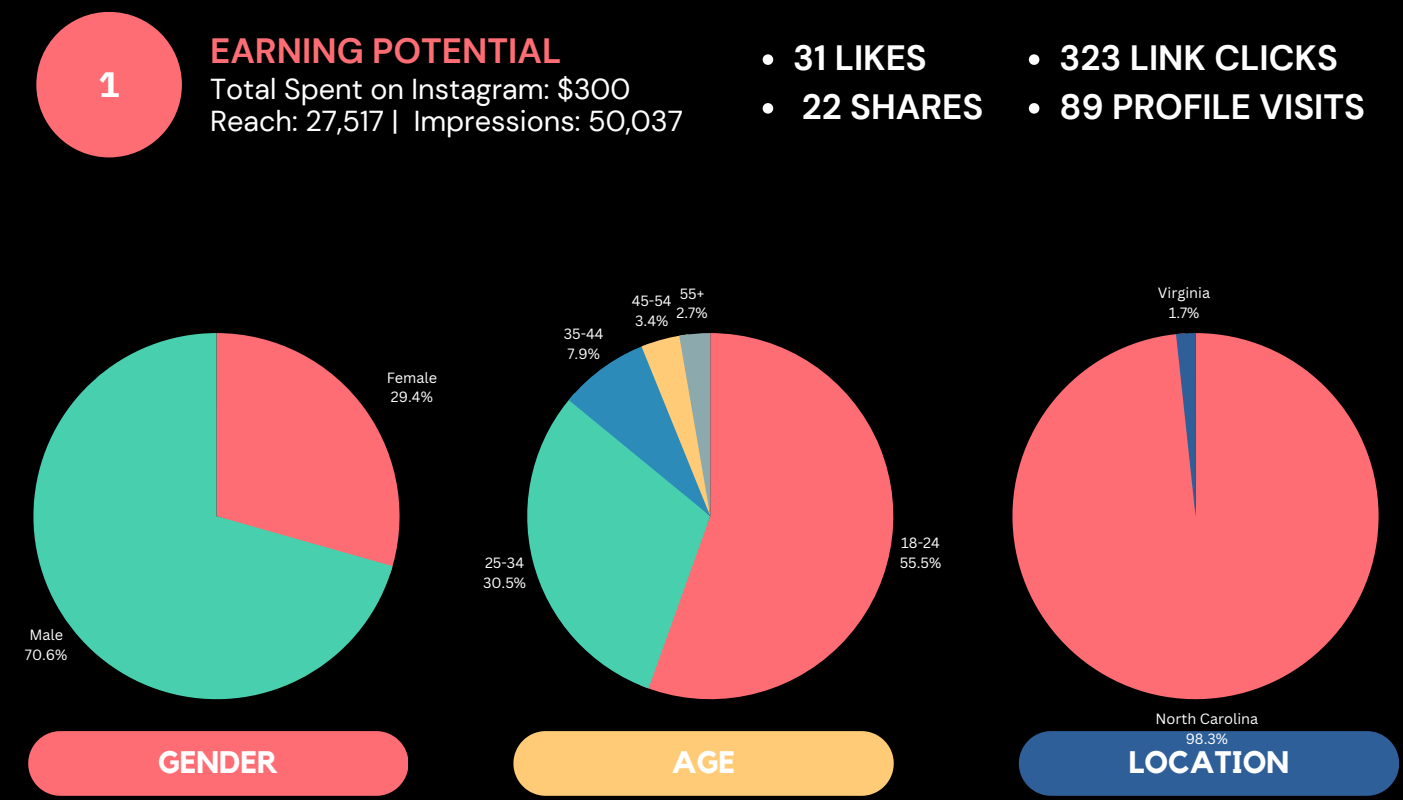
WELDING TECHNOLOGY DEGREE

VGCC graduates of the Welding Technology curriculum may be employed as entry-level technicians in **welding and metalworking industries**. Career opportunities also exist in **construction, manufacturing, fabrication, and more!**

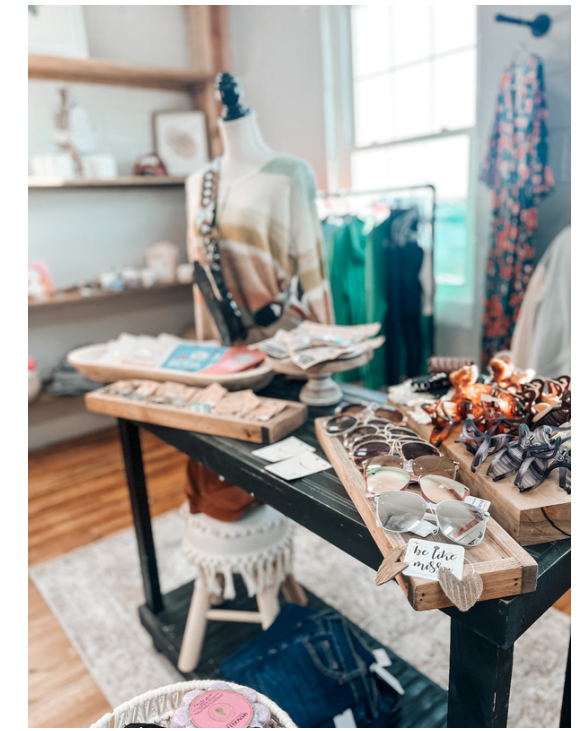


Vance-Granville Community College

NEW NIGHT PROGRAM!

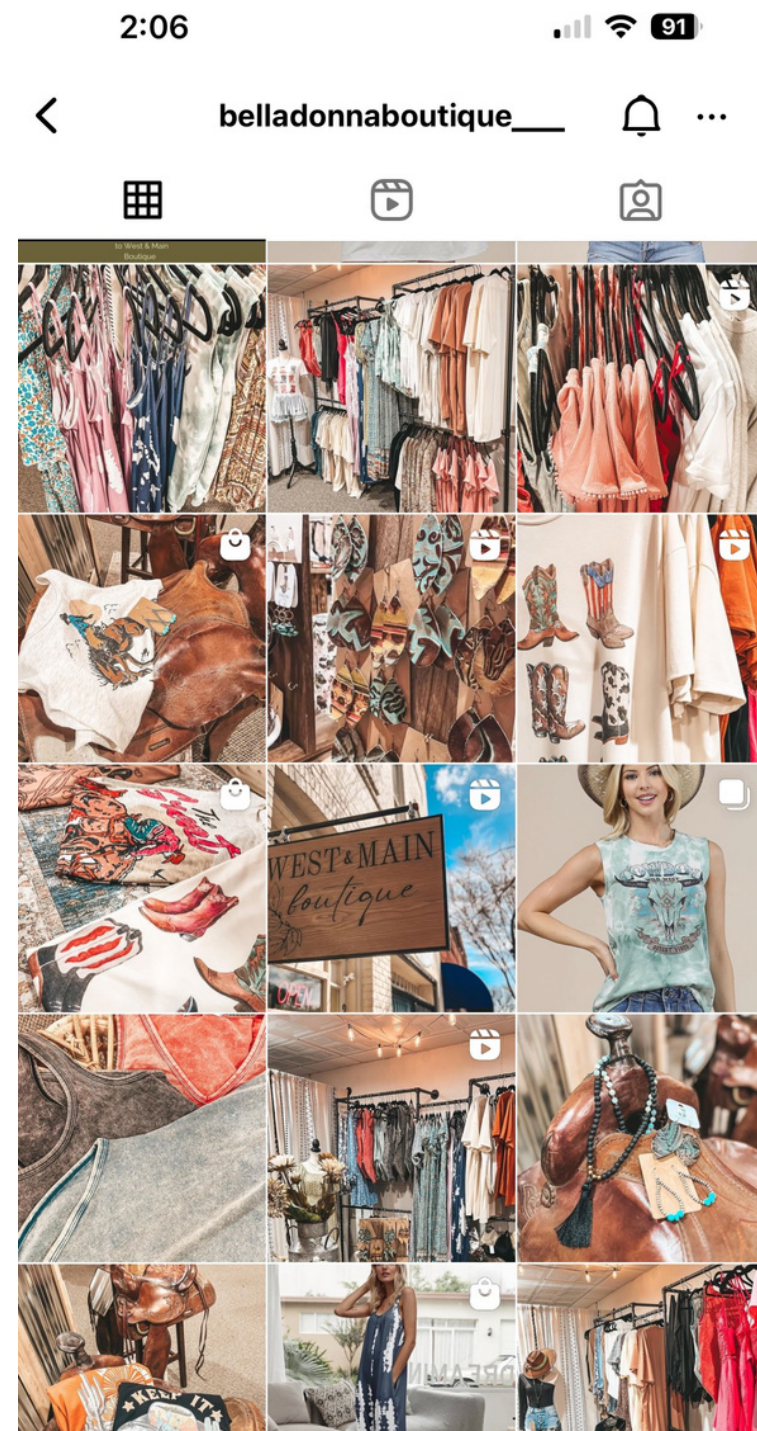
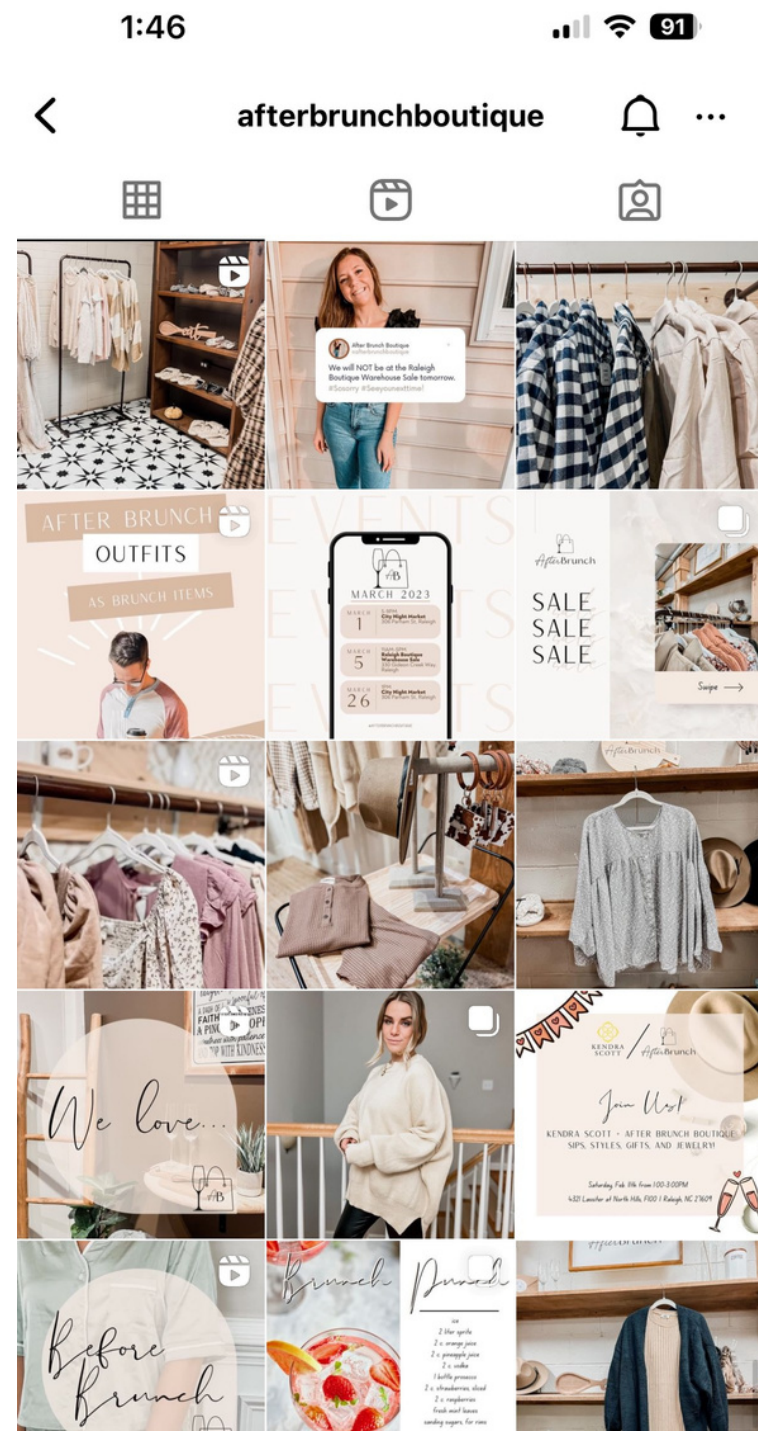
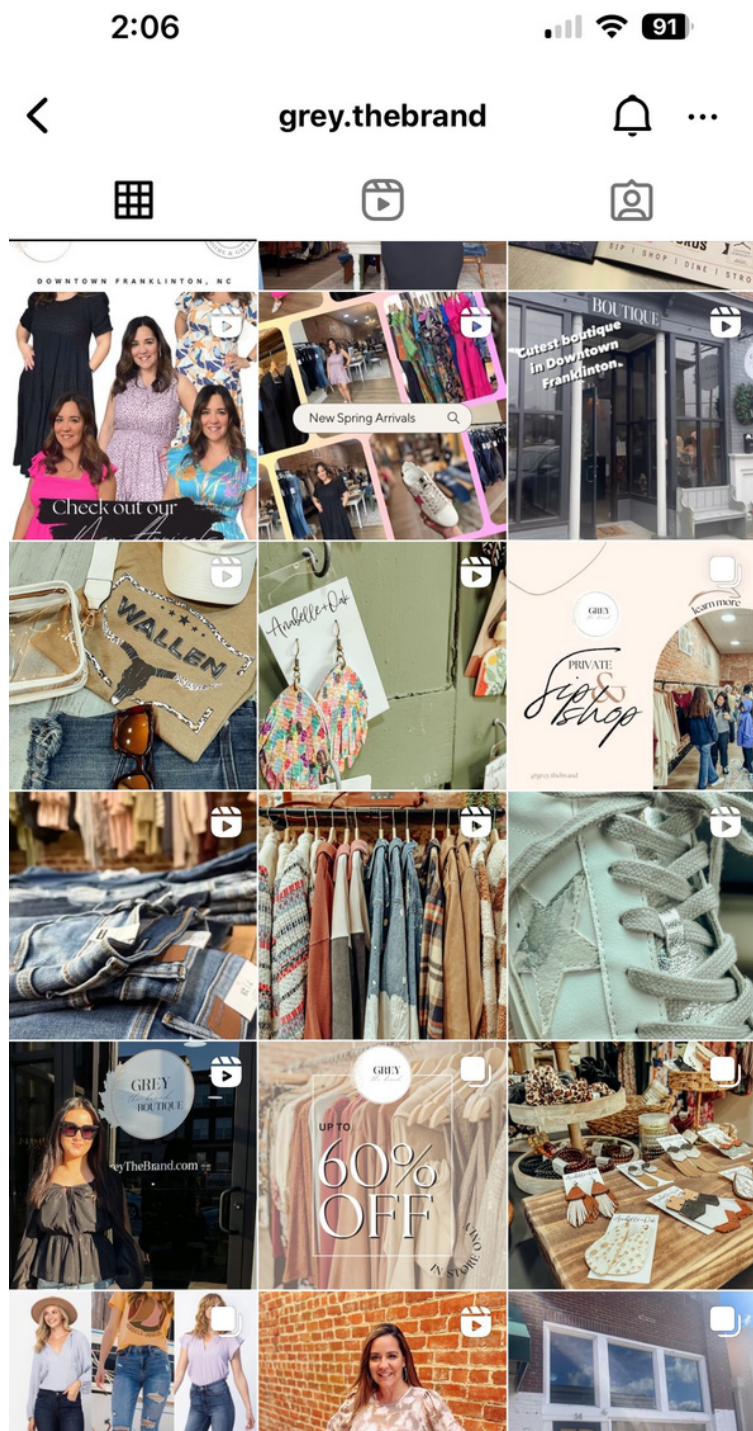


4 graphics created, posted, and promoted over 6 weeks on Facebook and Instagram. Above is a glimpse of the results for one of the posts.



photography examples

TAKEN WITH AN IPHONE AND EDITED IN LIGHTROOM

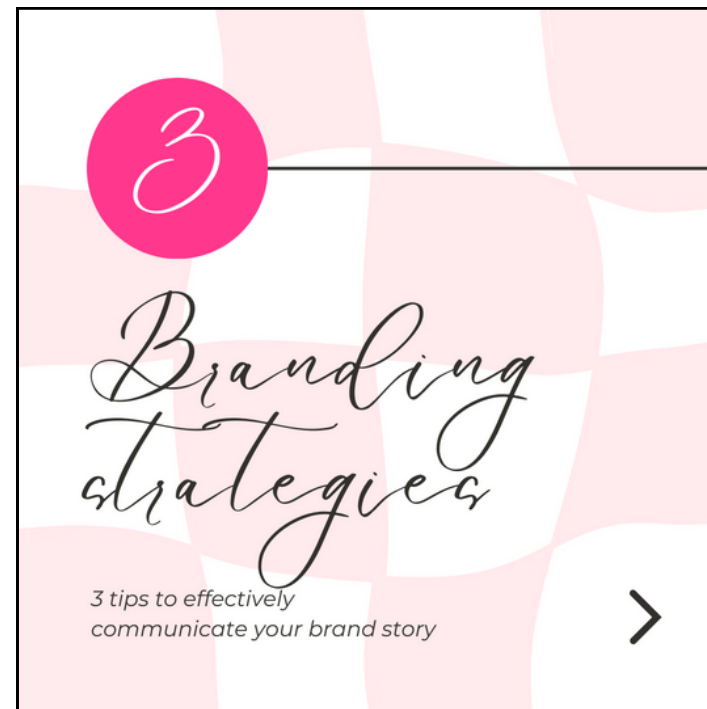


social media feeds

SOCIAL MEDIA FEED SCREENSHOTS DURING MY MANAGEMENT

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2024

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Thank you.

Contact Me

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