

Katelyn Moran-Pearlman

Experience

Marketing Specialist

Technically Speaking

August 2024-Present

- Developed and executed marketing strategies while creating engaging social media content. Managed multi-platform campaigns and collaborated with creatives to build cohesive branding initiatives.
- Clients: Rochester Junior Americans, Technically Speaking (internal)

Communications Manager

RIT Center for Recreational Sports

December 2023-Present

- Promotes growth in followers by 400% in one year alone; created over 10 Instagram Reels, each with 3,000+ views, within a 60-day timeframe.
- Specializes as a content creator, and work with graphic designers on the design team to market the wellness community at RIT.

Social Media Content Intern

360 Direct Access

November 2024- March 2025

- Utilized knowledge and skills in social media content creation with Meta Business Suite, Canva, and HootSuite.
- Scheduled and designed advertisements weekly that target a specific audience to generate interest in the advertised events while using Meta.

Social Media Marketing Intern

Adventures Without Limits

May 2024-August 2024

- Promoted growth in engagement by 57% within a 60-day timeline with reels & photos, captured with high quality resolutions.
- Captured photos and videos of outdoor activity trips with participants using Meta.

Education

Bachelor of Science

Rochester Institute of Technology

B.S. In Advertising and Public Relations

GPA: 3.5

- Concentration in Digital Marketing, Social Media Marketing, and Communications

LEADERSHIP: Student Government Cross Registered Senator, XSAB Vice President, DOVES President, and DVA Social Media Director.

AWARDS: Dean's List (August 2021-May 2025), Community Leadership (2022, 2023, 2024)

HONORS: Maguire Scholarship, Merit-Based Scholarship, Mowl Scholarship Recipient

Skills

- Canva
- Microsoft & Google Products
- CapCut
- Wix/Wordpress
- Adobe Creative Suite
- Constant Connect Hubspot
- Meta Business Suite
- HootSuite
- TikTok
- iMovie

Contact

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