

KATIE BARROWS

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Creative content strategist with a proven ability to grow brands through engaging social media management and digital communication. As Impact Brand Ambassador at Civic Credit Union, I create compelling content, including reels, graphics, and high-production video pieces, that strengthen brand visibility and community impact. Additionally, I've built a successful personal brand on Pinterest, generating around 100k monthly impressions, and have driven audience growth and engagement for small businesses. My experience spans branding, SEO, specialized content creation, social media algorithms, journalism, and regulatory compliance, ensuring that my content aligns with both strategy and standards.

RELEVANT EXPERIENCE

IMPACT BRAND AMBASSADOR

Civic Federal Credit Union | APRIL 2025 – PRESENT

- Create engaging multimedia content – including reels, graphics, and high-production videos – to elevate brand visibility and highlight community impact
 - Manage and maintain social media content calendars for both Civic Credit Union and the Civic Foundation, ensuring consistent, strategic, and timely delivery across all platforms
 - Represent Civic at community events, capturing on-site content and producing storytelling pieces that feature members, partners, and staff
 - Leverage analytics and social media insights to optimize content performance and increase engagement
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PINTEREST PERSONAL BRAND STRATEGIST

OCTOBER 2022 – PRESENT

- Developed and maintained a personal brand on Pinterest, resulting in 100-150k consistent impressions monthly
 - Created visually engaging content that aligned with current trends to increase digital visibility and audience engagement
 - Utilized SEO strategies and familiarized myself with Pinterest/social media algorithms
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REGULATORY COMPLIANCE ASSOCIATE

Mediant Communications (contract) | Cary, NC JUNE 2024 – APRIL 2025

- Worked with a team to provide brokers and shareholders with accurate and up-to-date information regarding their investments
 - Handled the uploading and verification of financial documentation into our system to ensure regulatory compliance
 - Verified information, checked for accuracy, and communicated effectively with brokers and clients
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SOCIAL MEDIA COORDINATOR

NERD Escape Rooms | Raleigh, NC
AUGUST 2023 – MAY 2024

- Orchestrated management of social media accounts including Facebook and Instagram, driving a nearly 22% growth in follower engagement
- Leveraged Canva to create social media content that effectively communicated with our target audiences
- Upheld a customer-centric approach as an attendant, providing service with a positive attitude

JOURNALIST INTERN

The Borgen Project | Remote
JANUARY 2024 – APRIL 2024

- Authored engaging articles for the blog and online magazine to contribute to the organizations global presence
- Conducted in-depth research to stay on top of the latest developments in global poverty
- Implemented effective SEO strategies to optimize content visibility and growth

EDUCATION

BACHELOR OF ARTS IN COMMUNICATION

North Carolina State University

- Minor in Business Administration
 - Minor in Social Work
 - Member of NC State's chapter of HerCampus, contributing digital content on style, health, and career topics for an online platform targeting college-aged women
 - Magna Cum Laude
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SKILLS

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| • Content Creation | • Campaign and Brand Strategy |
| • Content Writing | • Platform-Specific Social Content |
| • Search Engine Optimization | • AP Style, Chicago Style |
| • Social Media Marketing | • Attention to Detail |
| • Regulatory Compliance | • Editing |
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