

# Katrina Thews

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## Digital Marketing Specialist

Digital Marketing Specialist with a passion for social media and performance-driven strategy. Certified in Meta and Google tools, blending creativity with data. Skilled in ad design, automation, and SEO. View portfolio at [www.budgetbalancers.com](http://www.budgetbalancers.com).

## Skills

**Core:** Meta Platform Expertise, Content Creation & Curation, Social Media Advertising, Analytics & Reporting, Social Listening & Sentiment Analysis, SEO for Social Media, Communication, Creativity & Innovation, Strategic Thinking, Adaptability & Trend Awareness, Time Management & Organization, Collaboration & Teamwork, Problem-Solving & Crisis Management

**Technical:** HubSpot, Google Ad Search, Google Analytics, Meta Blueprint, Excel, HootSuite

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## Work Experience

**Psychedelic Meditation LLC; Huntington, IN**

06/2020 – 08/2025

### Digital Marketing Specialist

- Founded **e-commerce** brand focused on wearable art via **Etsy** and **Shopify**
- Developed cross-platform **content strategy** for **Meta**, **TikTok**, and **Pinterest**, incorporating **SEO** best practices and **increasing engagement** by **62 percent**.
- Created over 100 pieces of content (**static**, **video**, **carousel**) using **Canva** and **Adobe Photoshop**
- Ran **Meta** and **TikTok ads**, generating **854 clicks** and a **4.51 percent conversion rate**
- Improved **CTR** by **30 percent** using **A/B testing** across **SEM** campaigns, including variations in ad copy, headlines, and targeting.
- Increased sales by **45 percent** through **segmented email automation** campaigns using **HubSpot CRM**
- Improved **organic traffic** through **SEO copywriting**, **optimized product listings**, and **strategic landing page** enhancements by **9 percent**

**Thews VisionScapes Travel LLC; Fort Wayne, IN**

05/2015 – 06/2020

### Travel Marketing Specialist

- Founded and marketed travel agency; booked cruises, created custom itineraries, and designed **branding** using **Canva** and **Adobe Creative Suite**
- Ran **lead generation** campaigns on **Facebook**, **Instagram**, and **Twitter**, increasing **CTR** by **35 percent** and boosting qualified inquiries
- Created **SEO-optimized blog content**, **event marketing** materials, and **print ads** for local newspapers to drive traffic and visibility for the agency, increasing **conversions** by **10 percent**
- Used Avoya **CRM** to **segment leads** and manage follow-up through **phone**, **SMS**, and **automated email** campaigns via **MailChimp**, increasing **conversion rate** by **20 percent**

## Education

*Indiana Wesleyan University*

### **Certificate in Digital Media Marketing | 08/2025**

- Coursework included SEO, PPC, analytics, campaign design, and marketing automation

*Penn Foster Career School*

### **Diploma – Computer Graphic Artist | 01/2023**

- Training focused on digital design principles, composition, and software tools like Photoshop and Illustrator

*New York Institute of Photography*

### **Certificate – Professional Photography | 08/2018**

- Course covered camera operations, lighting, photo composition, post-processing, and portfolio development

*Purdue University*

### **Bachelor of Arts in Communication (Coursework Completed/No Degree)| 05/1999**

- Studies focused on writing, public relations, communication theory, and media strategy

## Certifications

<b>Email Marketing</b> , HubSpot	07/2025
<b>Ad Search</b> , Google	07/2025
<b>Analytics Individual Qualification</b> , Google	07/2025
<b>Meta Digital Marketing Associate</b> , Meta Blueprint	08/2025