

Katherine (Katie) Ingrey

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EDUCATION

University of San Diego, Knauss School of Business

Bachelor of Business Administration in Marketing & Business Administration

Minor in Spanish

GPA: 3.94

Study Abroad, Madrid Center, Madrid Spain

San Diego, CA

Expected May 2025

Fall 2023

MARKETING EXPERIENCE

Vice President/Co-Founder, USD Hiking Club

August 2022 – Present

- Coordinate biweekly hikes to promote health and cultivate a sense of community
- Leverage the Instagram platform to disseminate event information and highlight experiences
- Lead hikes of 20 students and facilitate carpools to ensure smooth operations

VP of Marketing, Alpha Delta Pi Sorority, University of San Diego

January 2024 – January 2025

- Earned ADPi's 2025 programming excellence award for social media presence, website management, and participation in 2 marketing campaigns
- Created branding guidelines including fonts, symbols, and colors to establish a consistent image
- Wrote copy, designed, and distributed semesterly alumnae newsletters to 2,000+ contacts, achieving a 50% open rate and revitalizing alumni engagement
- Designed and managed the ordering process for 2 merchandise items per semester

Reinsurance Broker Intern, Howden Re, Edina, MN/Remote

May 2024 – August 2024

- Assisted in preparing client marketing materials to highlight reinsurance solutions
- Conducted market research to identify trends and industry insights
- Collaborated on a final intern project, pitching an insurance company's 2025 strategy the senior broker team

Email/SMS Marketing Intern, Power Digital Marketing, San Diego/Remote

June 2023 – August 2023

- Wrote engaging copy for email and SMS broadcasts for 5 clients in the wellness, food, and fashion industries
- Conducted thorough audits of email broadcasts to identify areas for improvement
- Extracted data from Klaviyo & Attentive to analyze campaign performances weekly, including A/B testing and engagement/conversion metrics

Director of Public Relations, Alpha Delta Pi Sorority, University of San Diego

January 2022 – August 2022

- Managed and grew Instagram and TikTok accounts by 10%
- Promoted a positive image of the sorority by curating content that highlights events, values, and achievements

MARKETING PROJECTS

Google Ads Campaign, University of San Diego

January 2025 – Present

- Collaborating with a team to develop a Google Ads campaign for USD's Knauss School of Business
- Conducting keyword research, analyzing performance metrics, and iterating ad copy to improve CTR and conversion rates
- Applying digital strategy and budget management skills in a simulated client setting

IMC Marketing Plan, Lumulus Technologies, University of San Diego

August – December 2024

- Served as project leader for team of 6 to develop a marketing plan for a local B2B technology start-up company
- Presented strategic recommendations to the client on enhancing brand awareness, including media strategies, audience insights, and messaging approaches
- Facilitated monthly client meetings to gather feedback and align strategies

SKILLS

- **Computer:** Canva, MailChimp, Tableau, Instagram, TikTok, Google Suite, Javascript, Python, R, Google Ads
- **Certifications:** Microsoft Excel, Klaviyo, Attentive
- **Language:** Proficient in reading, writing, and speaking Spanish