

Katherine Foley

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EDUCATION

COOP Careers — *Digital Marketing Apprenticeship*

Aug 2022 – Dec 2022

San Francisco State University — *B.A in Liberal Studies, with Minor in Media Literacy*

Sep 2019 – Aug 2021

EXPERIENCE

BPM LLP (Accounting & Advisory Firm) — Fairfield & San Francisco, CA

Executive Assistant

Jan 2023 – Present

- Reports directly to a Partner, implementing executive duties such as managing calendars, travel, and appointments while maintaining an accurate record of budgets and expenses while effectively facilitating daily office and project management.
- Actively increases office engagement by serving as the primary contact in Fairfield for the Staff Advisory Committee (SAC), the Community Outreach Liaison (COL), and the Marketing Department.
- Assists BPM's Multimedia Marketing team by joining in-person production sets, contributing to the creation of impactful company-wide promotional videos and social media posts as well as monitoring and analyzing post analytics to optimize content strategies.

COOP Careers — San Francisco, CA

Digital Marketing Captain

Jan 2023 – June 2023

- Facilitated 6-hour classes weekly on how to strategize, develop and optimize data-driven marketing campaigns while managing student relations, expectations, and reporting feedback on cohort performance for 16 weeks.
- Collaborated with managers to lead a digital marketing boot camp for 15 recent college grads, utilizing Google Classroom, Google Suite & Slack to distribute and supervise student assignments, lectures, and digital marketing workshops.

IKEA Distribution Center — American Canyon, CA

Site Administrator

Mar 2019 – Sept 2022

- Managed main administrative duties by implementing main access control alarms, badges, ppe, and incidents reports for 150+ employees, vendors, and 3rd party units daily while collaborating with inventory and logistics departments optimizing operational efficiency to ensure a safe and effective work environment.
- Led DE&I initiatives utilizing communication tools by creating newsletters, social media posts, flyers and executing events, disseminating information effectively across departments leading to a 73% increase in employee engagement.

The Meritage Resort & Spa — Napa, CA

Pool Server/ Bartender

Feb 2019 – Feb 2020

- Served the resort's pool guests daily through efficient order-taking, basic bartending, and streamlined communication with kitchen staff, management and other departments across the resort, enhancing overall poolside capacity and revenue resulting in a 90% customer satisfaction rate based on guest surveys.
 - Assisted in setting up the poolside area, preparing the bar, arranging lounges, umbrellas, tables, and water stations, creating an inviting environment for guests to relax and dine.
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TECHNICAL SKILLS

Microsoft 365, Google Suite, Canva, Slack, Discord, Salesforce, BOX, Adobe Lightroom/Photoshop/Premiere, Social Media platforms, Open Table, Astro CRM