

Katerina Khudoleyev

EDUCATION

- University of Georgia**, Honors Program, Athens, GA Summa Cum Laude, Fall 2025
- B.B.A. Marketing and International Business, *Terry College of Business*
 - Theatre minor, *Franklin College of Arts and Sciences*
 - Russian minor, *Russian Flagship Program, Franklin College of Arts and Sciences*
 - Scholarships and Awards: Morton Scholarship, Zelle Miller Scholarship, Global Engagement Award
 - Relevant Coursework: Management in Film, Business Law, Creative Writing, Digital Marketing

PROFESSIONAL EXPERIENCE

- Ageless Skin Atlanta**, *Brand Manager Specialist* Alpharetta, GA
- Proposed visibility strategies with social media, client targeting, and print material design July 2025 – Present
 - Rebranded spa identity through visual storytelling, logo redesign, and digital marketing campaigns
 - Developed brand tone and messaging aligning wellness services with post-surgery recovery narratives
- Sufide Studios**, *Film Intern* Riga, Latvia
- Produced short film within strict deadlines and studio constraints June 2024 – July 2024
 - Recruited and directed actors and crew, ensuring effective communication and execution of creative vision
 - Planned and executed film screening and promotional activities to boost visibility and engagement
- Kohl's**, *Store Management Intern* Johns Creek, GA
- Analyzed point of sales data to identify sales patterns and proposed adjustments June 2023 – July 2023
 - Ensured accuracy of product information and worked with staff to update records and resolve operational issues
 - Monitored stock data and customer feedback logs to improve workflow efficiency and maintain data integrity
- AO3**, *Freelance Fictional Writer* Remote
- Developed fan community engagement and retained long-term readers June 2017 – Present
 - Authored serialized fiction with 80,000+ global views, building loyal reader communities
 - Crafted narrative arcs, maintained publishing schedules, and engaged audiences via feedback and analytic

LEADERSHIP & PROFESSIONAL DEVELOPMENT

- UoA Marketing Strategy Showcase – “Halter”**, *Student Marketing Researcher* Auckland, New Zealand
- Awarded 2nd place for overall data-driven strategy, analysis, and presentation March 2025 – June 2025
 - Conducted a market analysis using RivalIQ, HubSpot, and industry tools to assess company adoption challenges
- Marketing Campaign Competition – “Porsche”**, *Student Brand Specialist* Athens, GA
- Researched brand positioning and developed a full campaign presentation January 2025 – February 2025
 - Analyzed consumer perception and market opportunities using Harvard Business Review and primary research
- Love.Craft**, *Marketing Outreach Specialist* Athens, GA
- Executed increased visibility and volunteers among UGA students and organizations January 2024 – May 2024
 - Conceptualized campaign involving documentary featured at Athens Film Festival to boost recruitment efforts
- Russian Language Club**, *President* Athens, GA
- Organized cultural events promoting cross-cultural dialogue and creative storytelling August 2022 – May 2024
 - Managed committee heads while maintaining strong communication with academic advisor
- CURO**, *Student Researcher* Athens, GA
- Analyzed marketing and advertising strategies between the US and Eastern Europe January 2024 – May 2024
 - Delivered insights on effective marketing campaigns for US businesses targeting Eastern European audiences
- UGA Research – “Apple”**, *Student Marketing Researcher* Athens, GA
- Investigated factors behind low Apple iPad ownership at UGA September 2023 – December 2023
 - Researched opportunities to adjust Apple iPad marketing for greater appeal and increase of sales

SKILLS, CERTIFICATES & INTERESTS

Google Analytics Certified, Basic HTML, HubSpot SEO Certified, Microsoft Excel Proficient, Google Ad Certified
Fluent English, Fluent Russian, Beginner Italian.