



KATRINA MERTO

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SKILLS/TOOLS

Adobe Experience Manager
DoubleDutch
Facebook Business Manager
Hootsuite
Illustrator
InDesign
InShot
Instagram
Lightroom
LinkedIn
Mailchimp
Microsoft Office
Photography
Photoshop
Slack
Silverpop
Twitter
Wordpress

DEVELOPING KNOWLEDGE

Chatfuel
Drift
Explori
Feathr
Google Analytics
Google Adwords
HTML
Periscope
Pinterest
Typeform

EXPERIENCE

Marketing Specialist, Fashion & Apparel | Messe Frankfurt North America

March 2019 – Present

- Redesigned registration landing pages for Fashion & Apparel shows
- Increased overall pre-registration numbers by over 70%
- Increased email open rates and click rates
- Increased website visits by a monthly average of 84%

Digital Strategy Coordinator | Messe Frankfurt North America

January 2017 – February 2019

- Established a consistent social media aesthetics for Messe Frankfurt North America
- Successfully implemented Facebook Business Manager across the company's show portfolio
- Led the website relaunch across all Messe Frankfurt North America brands and corporate website
- Redesigned digital and print ads for Texworld USA mobile app resulting to increase adoption rate
- Increased Texworld USA's Instagram following
- Increased Messe Frankfurt North America's overall social media following
- Employee of the Month, August 2018

Social Media Intern | Messe Frankfurt North America

June 2016 – December 2016

Resources & Marketing Assistant | Gwinnett County, Parks & Recreation

March 2015 – December 2016

- Create marketing collateral for events and parks
- Assure distribution of marketing collateral across the county
- Assist in creating and managing social media and web content
- Update event calendars (internal, Yelp, Facebook, Explore Gwinnett)
- Draft press and news releases

Marketing Intern | Gwinnett County, Parks & Recreation

February 2015 – March 2015

Brand Specialist | Macy's

February 2013 – February 2015

ORGANIZATIONS

Young Professional Committee | IAEE SE

January 2017 – Present

Lead Ambassador | Sofar Sounds Atlanta

February 2015 – February 2018

- Co-manage and oversee overall operations (admin + logistics)
- Assist in organizing monthly pop-up intimate concerts
- Manage social media presence (Facebook, Twitter, Instagram)
- Manage team of volunteers
- Serve as the global liaison

EDUCATION

Certificate, Digital Marketing

Emory Continuing Education – Atlanta, Georgia

Bachelor of Arts Major in Advertising

Colegio de San Juan de Letran – Manila, Philippines

Thesis: *Recall and Purchase Behavior of Mall Goers of Festival Mall to Poster Advertisements as In-Mall Advertisements*