



KATIE WIEST

Marketing Manager & Content Creator

CONTACT

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EDUCATION

Bachelor of Arts
Loyola University Chicago
Advertising & PR, Class of 2017

General Studies
Deakin University, Australia
Study Abroad, Spring 2016

SKILLS

CapCut
TikTok / Instagram Studio
Canva
Customer.io / Eloqua
Pardot / Tableau
WordPress
Microsoft / Google / iWork
Asana / Hootsuite
SevenRooms / Toast / Open Table
TripleSeat / CaterPro

STRENGTHS

Attention to Detail
Branding
Collaboration
Content Creation
Copywriting
Creativity
Events
Relationship Building

WORK EXPERIENCE

MARKETING MANAGER STATE OF PLAY HOSPITALITY

OCT '21 - JAN '25

- Planned & executed monthly campaigns & large-scale holiday events, partnering cross-functionally with the Operations & Kitchen teams to drive traffic & revenue at both Flight Club & AceBounce.
- Managed two annual marketing budgets ranging from \$130K-\$220K, strategically allocating spend to maximize ROI across campaigns, partnerships, & social media throughout the fiscal year.
- Tracked, analyzed, & reported monthly on campaign performance, turning insights into actionable strategies.
- Equipped sales teams with tailored marketing tools & activations to directly support lead generation.
- Created social media content (both behind & in front of the camera) that expanded brand presence & audience engagement across two distinct venues.
- Drove collaboration between internal teams, PR agencies, & brand partners while building third-party partnerships & promotions that boosted visibility & customer acquisition.
- Co-directed content shoots end-to-end, from creative planning to execution, resulting in professional-quality assets leveraged across digital channels.
- Stepped in as interim Social Media Manager for 10 months, leading full-funnel content strategy, community management, & campaign execution across LinkedIn, Facebook, Google, Instagram & TikTok for both brands.

MEMBER RELATIONS MANAGER THE MID-AMERICA CLUB

MAY '18 - OCT '21

- Drove Member retention through daily touch-points, strategic email communications, social media engagement, dynamic programming, & consistent delivery of exceptional service.
- Planned, executed, & hosted 8-15 social, networking, & committee-driven events per month, ultimately fostering community & strengthening Member connections.
- Cultivated strong relationships with Members via orientations, mixers, committee meetings, & intimate experiences that built long-term loyalty.
- Partnered cross-functionally with Food & Beverage teams & external vendors to design & execute unique programming that elevated the Member experience.
- Created & distributed marketing collateral that supported membership, private events, & food & beverage initiatives.
- Developed & managed social media content for Facebook, Instagram, & LinkedIn, increasing visibility & engagement across key Member channels.
- Supervised a team of four Club Concierges to deliver high-touch Member experiences from arrival through departure.

FREELANCE SOCIAL MEDIA MANAGER CATAN PISCO

APR '18 - NOV '18

- Built & managed the brand's digital presence from the ground up, creating & scheduling content for Facebook & Instagram ahead of U.S. market entry.
- Established a consistent brand identity, visual look, & voice tailored to a new-to-market Chilean Pisco, positioning the product for launch success.
- Partnered with local photographers to concept, produce, & star in original lifestyle & product content, generating a strong library of assets pre-launch.
- Acted as a brand ambassador at local events, supporting early awareness & community engagement.

COMMUNICATIONS SPECIALIST THE METROPOLITAN CLUB

MAY '17 - MAR '18

- Chosen out of 200 employees to work under Creative Director to implement marketing & branding strategies to promote a multimillion-dollar reinvention of a private member club.
- Developed social media strategies to increase following across multiple verticals, which led to an increase in follower count by 33% within a 5 month period.
- Researched current trends, target verticals & local competitors to develop a new buyer persona.
- Created content for digital platforms to target a niche demographic.
- Planned & executed events for the target audience, such as happy hours, conferences, executive speaker panels & philanthropic fundraisers.
- Curated weekly e-blasts for membership sales, private events, and food & beverage.

CLUB CONCIERGE THE METROPOLITAN CLUB

MAR '15 - MAY '17

- Delivered high-touch, personalized service to an executive-level Member base—quickly becoming a trusted go-to for anything & everything Club-related.
- Acted as the central hub of Member operations: fielded daily requests, resolved issues, & coordinated logistics across departments with precision & warmth.
- Oversaw complex reservation systems, private dining coordination, & exclusive event access to ensure seamless, high-end experiences.
- Brought the Club's signature hospitality pillars—Warm Welcomes, Magic Moments, & Fond Farewells—to life daily, crafting meaningful, lasting impressions for every Member.
- Played a key role in supporting internal events, communications, & member engagement efforts, which ultimately paved the way for a promotion into the marketing team.