Kate Ohman

Social Media Leader · Content Creation · Creative Strategy

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AWARDS

Graphic Design USA — Social Media Winner 2025

Recognized for outstanding social media design for Chamonix Casino Hotel.

PROFESSIONAL EXPERIENCE

TWOXFOUR — Nashville, TN

Notable Clients: Jockey, Kentucky Derby, Carbliss, Smithsonian Science, NASCAR Chicago Street Race, Park West Gallery, Cat's Pride, Chamonix Casino Hotel, and Brookfield Zoo Chicago.

Social Media Supervisor 2024 — Present

- Lead social media strategy and creative execution for a portfolio of national brands across consumer goods, hospitality, healthcare, education, and entertainment.
- Translate business objectives into platform-specific content strategies that drive audience growth, engagement, and brand awareness across Instagram, TikTok, LinkedIn, and Facebook.
- Execute the full content lifecycle, from concepting and production to publishing and performance analysis.
- Foster client relationships through strategic leadership and opportunity identification.
- Jockey: drove 10M+ impressions across Facebook and Instagram and lifted engagement rate from 2.84% to 13.71% in one year, publishing 510+ always-on posts and attributing $500K+ in revenue to boosted shop ads.
- Carbliss: grew the audience 28.6% (+20.6K followers) in H1 2026 while raising engagement rate from 6.18% to 7.98% and nearly doubling likes (+96.6%) on 7.6M+ impressions.
- Generated 20M+ impressions across the client portfolio to date, including a single organic video past 1M views.

Social Media Content Creator 2023 — 2024

- Produced short-form video, photography, graphic design, and copywriting for integrated social media campaigns across multiple national brands.

TORCHY'S TACOS — Austin, TX

Social Media & Influencer Marketing Intern 2023

- Supported influencer partnerships, media outreach, and social media campaigns to increase brand awareness.
- Created digital content aligned with campaign objectives and brand voice.

LINDSEY + ASP AGENCY / UNIVERSITY OF OKLAHOMA ADMISSIONS & RECRUITMENT — Norman, OK

Account Manager 2022 — 2023

- Increased impressions by 106% and non-follower impressions by 158% through strategic Reels content.

UNIVERSITY OF OKLAHOMA DANCE MARATHON — Norman, OK

Vice Chair of Marketing 2019 — 2023

- Led a creative marketing team responsible for social media, branding, and integrated marketing campaigns.

SKILLS

Strategy & Analytics:
Social Media Strategy · Content Strategy · Performance Analytics · Campaign Management · Analytical Reporting

Creative & Production:
Creative Direction · Content Creation · Short-Form Video · Photography · Videography · Video Editing · Copywriting · Brand Storytelling

Platforms & Tools:
Instagram · TikTok · LinkedIn · Facebook · Adobe Premiere Pro · Adobe Photoshop · Adobe Creative Suite

EDUCATION

University of Oklahoma — Bachelor of Arts in Advertising
With a focus in Digital Marketing and Entrepreneurship

CERTIFICATIONS

Adobe — Essential Skills in Generative AI for Creatives
August 2026