KATE SHERWOOD

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EDUCATION

The University of Texas at Austin - McCombs School of Business   GPA: 3.49
Master of Science, Marketing   Jul 2024 - May 2025
#2 nationally ranked MSM program. This intensive 10-month curriculum integrates qualitative and quantitative marketing techniques with data analytics. Develops expertise in transforming data into strategic insights and innovative business solutions.

Texas A&M University, College Station, TX   GPA: 3.34
Bachelor of Business Administration, Marketing - Analytics and Consulting Track   Aug 2020 - May 2024

EXPERIENCE

Demandbase Capstone Project – McCombs School of Business   Austin, TX
Marketing Analytics Student Consultant   Dec 2024 - May 2025
- Partnered with Demandbase to analyze B2B marketing performance metrics and customer segments
- Utilized tools such as SQL, Tableau, and R Studio to extract actionable insights and create data visualizations
- Collaborated with a cross-functional team to align data-driven strategies with business objectives

Mays Business School Marketing Department   College Station, TX
Lead Marketing Teaching Assistant   Aug 2023 - May 2024
- Recruited and led a team of three teaching assistants, improving course delivery and student engagement
- Served as the contact point between third-party platforms and department staff, ensuring smooth communication and efficient problem resolution
- Sourced and generated marketing learning content for 1000+ students, enhancing the learning experience

Marketing Teaching Assistant   Aug 2022 - Aug 2023
- Provided multi-channel curriculum support to over 1000 marketing students using Microsoft Suite, enhancing their learning experience and improving course engagement
- Improved communication between students, professors, and stakeholders, leading to more efficient information flow and reduced response times

Davis & Davis Law   College Station, TX
Legal Intern   May 2023 - Jul 2023
- Implemented data storage reorganization, ensuring smooth operations and timely completion of tasks
- Served as the first contact source for potential and current clients, enhancing client satisfaction and streamlining communication

Pitman Custom Homes   College Station, TX
Marketing Intern   Mar 2022 - Jul 2022
- Created and scheduled all social media and website content, as well as tracked analytical metrics as a result
- Implemented marketing strategies using Canva to boost brand awareness in the Bryan/College Station area

LEADERSHIP AND INVOLVEMENT

Aggie Women in Business – Texas A&M University   Jan 2021 – May 2023
Vice President of Human Resources   May 2022 – May 2023
- Directed all recruiting strategies and operations, resulting in record high number of applicants and over 80 interviews conducted
- Tracked of 150+ member's points and resulting membership status while also directing a committee of 7 people
- Orchestrated Instagram content and interacted with 700+ followers as Instagram Coordinator for 2021-22 school year

Other Involvement: Epsilon Rho Chapter of Kappa Kappa Gamma, The Big Event, Order of Omega Honor Society

ACADEMIC PROJECTS

Marketing Capstone Project – Mays Business School   Jan 2024 – May 2024
- Produced three year go-to-market campaign strategy for post-ACL surgery leg brace created by engineering students
- Conducted market research with over 200 Qualtrics survey responses, 20 interviews, and one focus group

ADDITIONAL INFORMATION

Technical Skills: Tableau, R Studio, SQL, Python, Qualtrics, Sawtooth, Microsoft Suite, XLSTAT
Certifications: Google Analytics for Beginners Certification, Hootsuite Platform Certification
Interests: Reading, Yoga, Baking, College Football, SNL