
Katelyn Day

Digital Marketer | Creative Producer

katelynday2024@gmail.com | katelynnday.com | linkedin.com/in/katelyn-day-b148393b9

EXPERIENCE

Digital Marketing & E-Commerce Associate

OZ Coin & Bullion | January 2026 - September 2026

Supported product listings across Shopify, Etsy, eBay, and Whatnot; contributed themed product concepts and promotional assets; supported live-selling and product presentation.

Social Media Marketing Assistant

The Scented Self-Care Studio | 2023 - present

Support content calendars, branded graphics, captions, promotions, and product launches with a consistent visual identity and brand voice.

Selected Freelance Creative Projects

Motion, video, and photography

Lightspeed brand animation and revisions; Chesaco video editing and branded motion; wedding photography, image editing, and gallery preparation.

Head Volleyball Coach

Club 801 | 2023 - 2025

Led team development and coordinated training, schedules, and communication in a team-focused environment.

EDUCATION

Bachelor of Science in Digital Marketing

Utah Valley University | Expected graduation 2028

Coursework and hands-on practice focused on digital marketing, content, e-commerce, and creative strategy.

SKILLS & TOOLS

Skills: Content creation | Brand storytelling | Photography | Video editing | Motion development | E-commerce | Website building | Workflow design | Project coordination

Tools: Canva | CapCut | Adobe Lightroom | Adobe Illustrator | Shopify | Etsy | eBay | Whatnot | Lovable | Google Workspace