

KAT EDDIE

Graphic Design, Photography and Content Strategy

KATEDDIE.COM
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WORK EXPERIENCE

VICTORIA BECKHAM BEAUTY | Social Media & Content Coordinator | October 2024 - Current

— Manage social accounts, including planning and strategizing the feed and stories to support product launches, promotions, and brand awareness. Work directly with the Victoria Beckham fashion label on collaborative feed posts and stories, integrating fashion, beauty and Victoria content. Pull data from Dash Hudson to analyze social performance on a weekly and monthly basis.

— Create and capture content, film videos, design graphics, and develop Instagram stories. Build concepts and mood boards, present them to the creative team, and lead content execution across social channels. Integrate emerging trends and competitor research into content planning.

— Execute content behind the scenes on shoots, PR events, and at the office, brief copywriters on storytelling and content for upcoming posts and initiatives, collaborate with art director on design and visual plans for promotions and launches, coordinate content such as voiceovers and videos from Victoria, as well as manage the online social community by responding to dm's, comments and answering any questions or comments.

VICTORIA BECKHAM BEAUTY | Graphic Designer | September 2023 - October 2024

— Execute the visual design strategy for organic social content, paid advertising (Facebook, Instagram, WeTransfer, CTV, Organic Search), PR, and Wholesale.

— Create moodboards, storyboards, color themes, typography and design elements specific to products and product launches. Ensure each launch or theme has a to a consistent visual narrative. Adjust design strategies based on performance marketing data.

THE FACE MAGAZINE | Photographer & Videographer | (Freelance Paris & Milan Fashion Week)

— Produce content for The Face Magazine during Paris and Milan fashion weeks.

— Capture BTS photography and videography and conducted behind-the-scenes interviews with models and attendees.

— Document shows for top brands including Moschino, Ferragamo, Coperni, All In., Acne, Marni, Cormio, Sunnei, and Kiko Kostadinov.

CALLA CANE & THE SHOP CALLA CANE | Director of Creative Content | May 2023 – October 2023, Rowayton, CT

— Conceptualized and executed photoshoots and creative campaigns for social media platforms featuring interior design projects.

— Designed digital and physical creative assets, including email campaigns, landing pages, store graphics, and product photography.

— Specialized in interior design and architecture photography, videography, and digital marketing to enhance branding and engagement.

PIER59 STUDIOS | Client Associate | June 2022 – June 2023, New York, NY

— Delivered client services to high-profile clients such as Vogue, Prada, Thom Browne, Balenciaga, and Chanel.

— Coordinated delivery of set designs, props, and wardrobe to ensure seamless photoshoots.

— Resolved production challenges and supported clients' creative needs.

EDUCATION

Santa Clara University
Santa Clara, CA 2016-2020
Bachelors Degree in
Communication Minor in *Art*
(Pathway in Film)

SKILLS

Design (Digital & Print),
Photography, Videography,
Video Editing, Creative
Direction, Retouching &
Coloring, and Creative Content
Conceualization.

PROGRAMS

Adobe Illustrator, Adobe
InDesign, Adobe Photoshop,
Adobe Premiere Pro, After
Effects, Figma, Avid, Brand
Strategy and Capture One Pro.