

Katelyn N. Ling

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PROFESSIONAL SUMMARY

Communications professional with experience leading social media strategy, visual storytelling and digital marketing initiatives. Skilled in content strategy, photography, copywriting and brand management with a proven ability to grow digital audiences, increase engagement and execute creative campaigns that support organizational goals.

PROFESSIONAL EXPERIENCE

Visual Communications Specialist | Second Baptist School

August 2025 – Present

Lead visual communications and digital storytelling across the institution through social media, photography, video production and creative marketing initiatives.

- Grew the school's primary Instagram audience by more than **50%**, increasing followers from approximately 5,300 to more than 8,000.
- Produced social campaigns generating **2.3M+ social media views** and **10K+ shares** during the 2025-26 school year.
- Expanded the athletics Instagram presence, generating **1.3M+ views** during the spring season.
- Develop and execute social media strategies across multiple institutional accounts while maintaining a consistent brand voice.
- Direct photography and video coverage for athletics, academics, fine arts and campus events while managing creative projects from concept through final delivery.

Communications Specialist | Second Baptist School

August 2023 – August 2025

Oversaw communications for Athletics, Advancement, Admissions, Middle School and Upper School.

- Developed email marketing campaigns, website content and institutional communications.
- Wrote feature stories highlighting school achievements, programs and events.
- Managed graphic design and print production projects while coordinating with external vendors and creative partners.

EDUCATION

Texas Tech University | 2020-2023

- *Bachelor of Arts, Public Relations and Strategic Communications Management*
- *Bachelor of Arts, Advertising*

Honors

National Champion, AAF National Student Advertising Competition (Meta Quest), 2022

SKILLS

Social Media Strategy • Content Creation • Copywriting • Strategic Communications • Brand Management • Email Marketing • Photography • Canva • Adobe Suite • Finalsite • Meta Business Suite • Google Workspace • Microsoft 365 • Project Management • Campaign Strategy • Event Planning • Vendor Management • AI Content Tools

LEADERSHIP

Second Baptist School Communications Fellow Mentor | 2023–Present

Texas Tech College of Media & Communication Dean's Student Ambassador | 2021–2023

Kappa Delta Sorority | 2020–2023