KATHERINE CHRISTOPHER

Marketing, GTM & AI • B2B SaaS, CRM & Martech • Ecommerce Founder

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PROFILE

University of Miami business student with hands-on GTM experience at a public SaaS martech company, an early-stage AI startup, and a real estate investment firm. Creates campaign, video, and brand content, researches prospects in CRM and sales engagement tools, and builds with Claude Code and AI agents. Founder of KCsociety, an ecommerce apparel brand.

CORE COMPETENCIES

Go-to-Market Strategy • Outbound Prospecting & Lead Research • CRM & Sales Engagement • Content & Social Media Marketing • Brand & Visual Design • Event & Trade Show Marketing • Competitive & KPI Analysis • AI Workflows & Prompt Design • Ecommerce & Etsy SEO • Leasing Operations

EDUCATION

University of Miami Herbert Business School | **Bachelor of Business Administration** Expected May 2027
Double Major in Business Technology & Sustainable Business | Minor in Artificial Intelligence

- **Coursework:** Generative AI; AI in Marketing; AI Cloud Computing; Python; Database Management; Business Analytics

PROFESSIONAL EXPERIENCE

ViceAI | **GTM Growth & AI Specialist** June 2026 – August 2026
Early-stage AI search visibility startup. • Boston, MA / Remote

- Supported **go-to-market**, researching and organizing prospect data to fuel founder-led outbound sales.
- Tested CRM and sales engagement platforms (**HubSpot, Pipedrive, Instantly, Surfe**) and email automation workflows; prototyped tools with **Claude Code** and AI agents.
- Created the company logo, email banners, and sales collateral, and contributed to product, workflow, and GTM decisions alongside the founding team.

Christopher Capital Group | **Real Estate Investment & Operations Analyst (Intern)** June 2024 – August 2026 (Part-time)
Private real estate investment firm; residential rental portfolio held in separate LLCs. • Shrewsbury, MA / Remote

- Managed the **leasing pipeline** from inquiry to signed lease: listings, rent comps, showings, applications, and screening.
- Coordinated lease renewals, tenant communications, and maintenance vendors, and tracked rent collections.
- Analyzed **refinancing scenarios** for multiple properties, comparing rate, LTV, and cash-out against hold returns.

Springbig (OTCQX: SBIG) | **Marketing Associate Intern** July 2025 – May 2026
Publicly traded SaaS CRM, loyalty, and marketing automation platform for retailers. • Boca Raton, FL

- Produced **200+ marketing assets** in Canva, including social campaigns, customer spotlights, product demos, and videos.
- Developed AI-assisted graphics, large-screen videos, and product demos showcased at **MJBizCon and Hall of Flowers**.
- Analyzed competitors Dutchie and Alpine IQ, tracking KPIs, engagement, and lead performance to guide content.
- Cleaned, merged, and organized customer and prospect datasets in Excel for Instagram and LinkedIn campaigns.

ENTREPRENEURSHIP & LEADERSHIP

KCsociety | **Founder** June 2024 – Present
Ecommerce sorority apparel brand on Etsy ("greek made chic"). • Coral Gables, FL

- Built and run a print-on-demand apparel brand with **79 sales, a 5.0-star rating, and 24 original designs**.
- Own product design, trend research, Etsy SEO, pricing, listings, customer service, and fulfillment through Printify.

Delta Phi Epsilon Sorority | **Recruitment Leadership Team & Former Event Planner** April 2024 – Present
Coral Gables, FL

- Help lead recruitment for a **~400-member chapter** across three cycles, including preference-night execution.
- Planned three formal events for **350+ attendees**, including themes, promotion, and an online attendance tracker.

TOOLS & INTERESTS

GTM, CRM & Analytics: Salesforce, HubSpot, Pipedrive, Instantly, Surfe, Google Analytics, Tableau, Excel, SQL, Python
AI & Creative: Claude, Claude Code, ChatGPT, Gemini, AI agents, prompt design, Canva, Etsy, Printify
Interests: AI & technology, sustainability, entrepreneurship, design, Pilates, basketball