

Kate Arden Hammermeister

COMMUNICATION AND ADVERTISING, DIGITAL MARKETING, PHOTO AND
VIDEOGRAPHY

Contact

3605 Amsbury Road
Concord, NC 28025
704.620.7963

katahammer@gmail.com

Education

Appalachian State University

Boone, North Carolina

2020 -Present

Communications Advertising – Minor

Digital Marketing

GPA 3.75

Dean's & Chancellor's list

2022-2023

Skills

- **Adobe Creative suites:**
Illustrator, Premiere pro, Photoshop and Lightroom
- **Video Production, editing and coloring.**
- **Knowledge of camera selection, set up, operation and equipment.**
- **Drone Pilot of DJI Mavic Mini Drone**
 - Digital Marketing: Social media, Community outreach, and Data & Analytics
 - Organization, elaborate thinking, problem solving, attention to detail, and the ability to multitask in a fast paced environment.

Scholarship



Media Experience

2016 – PRESENT

Videographer | Principal of S&K Studios | Charlotte, NC

My twin sister and I founded S&K Studios, driven by our passion for videography. Our services include crafting unique videos for **weddings, tourism, and contracted clients.** Our collaborations have enabled us to hone our skills in a range of areas, including **client acquisition, ideation, rate negotiation, social media management, and content creation.** We specialize in producing concise one-to-three minute videos for social media, personal use, and website integration. Our works receive great exposure, reaching potential clients, artists, and social media followers. We continually strive to refine our skills in **filming techniques, sound mixing, color grading, and editing.**

- instagram: @skstudios_

2021 - DECEMBER 2023

Content Creation | Second Story Media | Boone, NC

Collaborating with peers in a student-led advertising agency, we aim to achieve our clients' marketing and communication goals in Boone, NC. As part of my responsibilities, I employ videography and photography to capture our clients' vision accurately. Our team works together to ensure the clients' brand is well-represented, promoting their products and services effectively.

- Clientele included: ASUREI, Foothills heritage farms, apparel design and merchandising showcase, Watauga

Based on my artistic abilities, I was awarded a scholarship by Maine Media Workshop. My submission, "Maine From Above," was featured on the Maine Tourism website. This scholarship enabled me to travel to various locations throughout Maine for one month, where I gained knowledge in capturing outdoor adventure sports and honed my skills in shooting, framing, and editing. I had the privilege of learning from industry professionals about the pre-production process, equipment selection, and use.

Clubs

Skateboarding Club – Videographer in which captured the extreme sport of longboarding. Allowed me to try a new filming perspective.

The Collective Magazine –

During my time at Appalachian State University, I had the pleasure of being the videographer for the first-ever edition of a fashion magazine run by students. Together as a team, we took concepts from the drawing board and brought them to life. By working with photographers and stylizing models, we created a stunning physical magazine that was sure to captivate readers.

Volunteer

The Sandbox

A Charlotte non-profit helping families who have a child that has been diagnosed with life altering illnesses.

Samaritan's Feet

Charlotte non-profit Organization that serves and inspires hope in children by providing shoes as the foundation to a spiritual & healthy life.

Arts Council, Carolina West wireless, and Children's playhouse.

JUNE 2023 – SEPTEMBER 2023

Videographer | Arts Council of Big Sky | Big Sky, MT

During my summer internship with the Arts Council in 2023, I created a visual archive of the programming offered. I utilized videos and images to captivate the audience, promoting the diverse arts and cultural activities available in the Big Sky community.

2022 – 2023

Videographer/Server | 320 Guest Ranch | Big Sky, MT

During my employment at the ranch, my sister and I collaborated to create and pitch a selection of captivating social media images and videos. Our goal was to promote the diverse range of activities offered at the ranch during the summer months, including horse riding, fly fishing, and cabin rentals. Our efforts allowed potential guests to experience the rustic charm of the ranch. Additionally, I provided exemplary service to guests, managing parties of up to 15 people, handling food and drink specials, and processing payments.

SEPTEMBER 2021 – SEPTEMBER 2022

Social Media Manager | Sealand Adventure Sports | Charleston, SC

Managing the company's online presence by developing strategies, capturing content, and analyzing usage data to facilitate customer service.

FEBRUARY 2023- MAY 2023

Film Class | Florence, Italy

During the Spring 2023 semester, I pursued Film studies at Lorenzo de Medici. Under the guidance of Professor Martino Frongia, a Film and Photography Director at Swap Agency, we were instructed on the operation of commercial-grade cameras, script development, manual filming, lens selection, and the creation of shot lists. As students, we had the liberty to direct our own films in the stunning city of Florence, Italy, which was an enriching cultural experience.