

KATE DARSEY

Brand Engagement & Event Coordination Specialist

Fredericksburg, Texas | kdarsey7@gmail.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

Master of Arts In Global Communications

The American University of Paris,
Paris, France
Graduation May 2026

Bachelor of Science in Agriculture Communications and Journalism Minor in Tourism Management

Texas A&M University, College Station, Texas
Graduated May 2024

SKILLS

- Event Planning & Promotion
- Sponsorship Activation
- Brand Development
- Digital Marketing
- Content Creation
- Journalism - AP Style
- Multimedia Writing
- Social Media Strategy
- Confident in: Adobe Creative Cloud, Canva, Google Workspace, Microsoft 365, Visual Studio Code, WordPress

ACTIVITIES

- AUP Graduate Representative & Social Director- (2025)
- AGRILEADER Magazine- Digital Editor & Staff Writer (2024)
- Aggie Nations- Staff (2023-2024)
- Saddle & Sirloin & Agriculture Communicators of Tomorrow- Member (2021 to 2022)
- TAMU Muster Host- (2022)
- ALEC Representatives- Member (2023-2024)

EXPERIENCE

RODEO AUSTIN INTERNSHIP, AUSTIN, TX

Event Coordination and Marketing Activations Intern

Spring 2026

- Coordinated logistics and administrative operations for the annual Gala, including auction management, donor tracking, and event materials.
- Supported execution of large-scale public events with attendance up to 5,500 guests.
- Managed sponsorship activations, vendor contact, and hospitality logistics across 16 days, enhancing brand visibility and audience engagement.

BCS CHAMBER OF COMMERCE INTERNSHIP, BRYAN, TX

Marketing and Event Management Intern

Spring 2024

- Increased event engagement through short-form video content and targeted social media campaigns.
- Developed and maintained content calendars for Facebook, Instagram, print products, and email campaigns.
- Supported planning and coordination of multiple community events.

THE AMERICAN UNIVERSITY OF PARIS, PARIS, FR

Student Government Social Director

Fall 2025

- Planned and executed campus-wide events to strengthen student community engagement.
- Relunched the end-of-year Graduate Garden Party, which hosted around 100 students and professors.

CROSS MOUNTAIN WINERY, FREDERICKSBURG, TX

Tasteroom Associate

Summer 2024, Winter 2025 (Seasonal)

- Delivered engaging, educational, and service-driven experiences to elevate guest satisfaction.
- Delivered personalized tasting experiences to 50+ guests daily, driving repeat visits and membership sign-ups.
- Provided high-level customer service and resolved membership inquiries.

BLACKCHALK HOME AND LAUNDRY, FREDERICKSBURG, TX

Product Salesman and Social Media Assistant

Winter 2020, Summer 2021, 2022, Winter 2022, & Summer 2024 (Seasonal)

- Boosted brand visibility and customer engagement through strategic social media content.
- Managed customer communications across email, phone, and social platforms.
- Supported sales operations and elevated in-store customer experience.