

Lucia Klatt

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SUMMARY

Creative and motivated marketing graduate who loves turning ideas into strategies that move people and deliver results. Brings a creative and analytical mindset, with a strong interest in how AI is creating new possibilities in marketing. Curious by nature and eager to bring fresh thinking, learn from talented people, and create work that makes an impact.

EDUCATION

University of Tennessee, Knoxville, Haslam College of Business Knoxville, TN
• Bachelor of Science, Business Administration, Marketing Graduation: May 2026
• Concentration in International Business; Minor in Graph Design; Dean's List Scholar

Universidad Pablo De Olavide Seville, Spain
• Study Abroad Program in International Business January 2025 - May 2025

PROFESSIONAL EXPERIENCE

Fly Basis Remote
Marketing Intern August 2023 – August 2026

- Created travel videos showcasing business class tickets and airport lounges, growing follower engagement by 26% across platforms
- Improved on-site SEO to increase organic visibility and drive more site traffic, contributing to a 20% increase in click through rate

Haslam College of Business Knoxville, TN
Professor Assistant August 2025 – December 2025

- Led a 20-person team to implement new curriculum in an entrepreneurship class
- Helped implement and enforce new academic-integrity policies within the College of Business and across the university

Sunset Ridge Country Club Northfield, IL
Server June 2019 - August 2023

- Mentored new servers and acted as server in charge when management was unavailable
- Youngest employee to be held responsible for financial related food and beverage matters in Sunset Ridge history

LEADERSHIP EXPERIENCE

Kappa Delta Sorority Knoxville, TN
Member August 2022 – May 2026

- Raised \$5,000 while coordinating fundraising efforts for Prevent Child Abuse America
- Coordinated a 110-person athletic event, enhancing leadership, organizational, and delegation skills

SKILLS & CREDENTIALS

Marketing: Digital Marketing, Content Creation, SEO, Analytics

Certifications: Google Analytics 4, HubSpot Digital Marketing, Meta Digital Marketing Associate, Google AI, Critical Thinking with Excel

Languages: English, Spanish (Intermediate)

Interests: Running, Drawing, Travel, Cinema, Cooking

Honors: Tennessee Explore Scholarship (Four-Year Merit Scholarship Recipient)