

Katie Higgins

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Marketing Manager with 5+ years of experience in digital strategy, social media, and brand communications across arts and B2B industries. Skilled in content creation, cross-channel campaigns, and audience engagement, with a background in fine art and arts administration.

SKILLS

Social Media Strategy | Email Marketing | Digital Analytics | Adobe Suite | Event Planning

EXPERIENCE

Marketing Manager 2025–present

Sparkling Clear Industries – Houston, TX

Lead all marketing and communications strategies for a B2B industrial services company. Oversee multi-channel campaigns to expand visibility, support sales, and strengthen client relationships.

Key Accomplishments:

- Write and edit magazine editorials, blog posts, and case studies, translating technical information into clear, compelling messaging.
- Plan and execute trade shows and sponsorship events, increasing brand visibility and client engagement.
- Launch and manage email marketing campaigns through Mailchimp.

Art Advisor 2024–2025

Saks Fifth Avenue – Houston, TX

Supported Saks' Art Advisory program by delivering art expertise and building client engagement.

Collaborated with curators, associates, and clients to connect audiences with fine art offerings.

Key Accomplishments:

- Launched the Artist Spotlight weekly newsletter, educating and motivating sales associates to increase art sales engagement.

Gallery Manager 2022–2024

Catherine Couturier Gallery – Houston, TX

Oversaw sales, marketing, and operations for a fine art photography gallery. Coordinated exhibitions, art fair participation, and collector engagement.

Key Accomplishments:

- Trained and supervised seasonal interns in gallery operations.
- Planned, installed, and managed booths for national art fairs including PhotoFairs NY and AIPAD.

Operations Manager 2019–2022

Mansfield Marketing LLC – Houston, TX

Served as client lead and project manager for a boutique marketing agency. Designed digital strategies to increase brand value, awareness, and sales for diverse clients.

Key Accomplishments:

- Directed digital campaigns for 30+ clients, with emphasis on SEO, content, and social media.
- Oversaw web development projects, ensuring cohesive alignment across marketing channels.
- Acted as primary client contact, coordinating marketing strategies and deliverables.

EDUCATION

SMU Continuing Professional Education, Dallas, TX

Certification in Full Stack Web Development, March 2019

Austin College, Sherman, TX

Bachelor of Arts, Major in Art, Minor in East Asian Languages & Cultures, May 2017

Florence University of The Arts, Florence, Italy

Study Abroad, Art History of the Renaissance, Fall 2016