

# Cate Ralph

[Catherine.Ralph@fulbrightmail.org](mailto:Catherine.Ralph@fulbrightmail.org) | [linkedin.com/in/cateralph](https://www.linkedin.com/in/cateralph) | +1 (207) 313-9140

Summary: Dynamic and results-driven creative with expertise in public relations, digital content creation, and cross-functional project management. Proven track record of leading high-impact media campaigns, directing content production, and developing scalable digital asset management systems. Skilled in multimedia project management, social media strategy, securing top-tier press coverage, and driving brand growth.

## Professional Experience

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### **Lead, Marketing and Communications**, BRINC Drones *April 2024 – Present*

- Established targeted media outreach strategy, securing 100+ headlines in top-tier publications (Forbes, CNN, INC., NBC, NYT) to enhance brand visibility.
- Managed a team of designers, leading creative direction for website, social media, sales decks, and video content using Figma and Adobe Suite.
- Created and implemented digital asset management (DAM) systems using Google Drive, Frame.io, and Figma, ensuring quality control and organization.
- Edited and produced video content using Adobe Premiere Pro for social media campaigns and product launches.
- Led social media strategy revitalization, increasing engagement by 74% through data-driven content optimization.
- Directed creation and distribution of 12 press releases for unique launches and brand partnerships.

### **Production Manager** (Contract), Outside Inc. *October 2023 – December 2023*

- Managed a team of four to execute the Warren Miller Film Tour, overseeing venue sourcing, planning, and production for 22 live events.
- Negotiated vendor contracts, handled legal approvals, and managed budgets for cost-efficient operations.
- Ensured high-quality brand activations by collaborating with creative teams and external partners.

### **Fulbright Scholar**, Economic Development Research in India *August 2022 – July 2023*

- Conducted research on the impact of environmentally focused social enterprises on women's economic development, interviewing 50+ women farmers and employees in rural India.
- Produced comparative analysis on the success of social enterprises headquartered within the communities they serve, based on 30+ stakeholder interviews.
- Planned and managed 300+ person events to promote community engagement, waste diversion, and economic initiatives.
- Directed on-site content creation and production, showcasing social impact through storytelling.
- Led scoping and planning for a 150-hectare mangrove restoration project to employ community members and restore coastal ecosystems.

### **Fellowship Program Coordinator**, Miller Center for Social Entrepreneurship *March 2020 – June 2022*

- Coordinated a week-long accelerator program for climate-focused social entrepreneurs, liaising between students and program leadership.
- Managed DAM systems (Dropbox, Google Drive) for program documentation, event media, and marketing collateral.

## Education

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Santa Clara University, Santa Clara, CA

B.S. in Economics and Political Science

## Skills

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Technical: Adobe Creative Suite, Figma Google Drive, Frame.io, Asana, Dropbox

Languages: Hindi (Proficient)

Soft Skills: Cross-functional collaboration, project management, data analysis, stakeholder engagement