

# CATE DeSOUSA

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## SUMMARY

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Three-season Division 1 student-athlete at the University of Virginia, majoring in Media Studies with minors in Business Leadership and Public Writing & Rhetoric. Experienced in market research and analysis, company and client communications, and cross-functional collaboration.

## EDUCATION

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**The University of Virginia**, Charlottesville, VA Expected Graduation May 2027  
*BA Media Studies, Cumulative GPA 3.81/4.0*

*Minors in Leadership (McIntire School of Commerce) and Public Writing & Rhetoric*

Association of Women in Sports Media Communications Chair | UVA Advertising and Marketing Association | WUVA News Sports Editor and Reporter | ACC Network Sports Production Intern

**Red Bank Catholic High School**, Red Bank, NJ May 2023

## WORK EXPERIENCE

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**Marketing and Business Development Intern**, *Stifel/1919 Investment Counsel*, New York, NY May 2025-August 2025

- Analyzed LinkedIn and Google Analytics 4 data to identify content trends and track website engagement metrics
- Produced marketing communications and collateral including LinkedIn graphics, press releases, and whitepapers
- Presented a comprehensive final marketing campaign targeted at the "next-gen" of clients

**Sports Content Intern**, *United Talent Agency/Klutch Sports Group*, Los Angeles, CA (remote) June 2024-August 2024

- Collaborated with senior team in the research and ideation process for sports documentary pitch creation
- Curated intellectual property (IP) by sourcing topics across podcasts, news outlets, and social media to identify emerging Gen Z trends and provide relevant context
- Transformed sports content ideas into marketable written pitch materials to be presented to major networks
- Managed and delivered a comprehensive final research project on sustainability practices in Olympic venues

**Marketing and Sales Associate**, *Poor Cat Designs*, Red Bank, NJ May 2022-January 2025

- Created and published advertising campaigns on Facebook, TikTok and Instagram for luxury jewelry start-up
- Utilized CapCut for video reel creation on social media, creating content, receiving up to 20K impressions and increasing the follower base from 10K followers to over 29K
- Supported the expansion of the company's footprint to 38 states and exceeded annual sales target by 95% in 2023

## LEADERSHIP EXPERIENCE

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**UVA Division 1 Cross Country and Track Teams**, Charlottesville, VA August 2023-present

- 3 Season Division 1 Athlete, committing 20-30+ hours weekly to team practices, competition, and training
- Awarded All-ACC Academic Honor Roll Award Recipient - 2023, 2024, 2025
- Distance athlete on team placing 15th in NCAA XC Nationals and winning ACC outdoor track title in 2025

**UVA Leadership Academy**, Charlottesville, VA August 2024-present

- Selected into competitive 2-year program of 30 student-athletes focused on problem solving, public speaking, and applying athletic leadership to the professional setting

**UVA Student-Athlete Advisory Committee (SAAC)**, *Communications Rep.*, Charlottesville, VA August 2024-present

- Invited by athletic leadership as the Track & Field student representative to direct the creation of cohesive messaging for all student-athletes campus-wide

## ADDITIONAL SKILLS

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Python, Microsoft Excel, Adobe Premier and Creative Cloud, Canva, CapCut, Word, PowerPoint, Salesforce, Marketo, Seismic, PR Newswire, GA4, Yoast, Pantheon, WordPress, LinkedIn Follower ad campaign, Google Suite, Microsoft Suite