



Katherine Harrell
Lead Social Media Strategist

Katherine Harrell is the Co-Founder and CEO of Marble and Match, a social media marketing group based in Pittsburgh, PA offering content creation, social media management + advertising, plus app and web development. Katherine also works with Huwar Marketing as the Lead Social Media Strategist.

Prior to opening her own business, Katherine spent five years at The Education Partnership, a Pittsburgh nonprofit organization where she resided as the Director of Communications and Programming from September 2009 – until September of 2014. Accomplishments included shepherding the organization through a massive rebranding, and then maintaining and enhancing the organization’s new brand while managing all external communications to key constituents.

While still in college, Katherine put her creative ingenuity, sense of design, business acumen to work when she founded a handbag company. With grant monies and prizes she received from West Virginia University’s annual Business Plan Competition, K. Lianna Design was born.

Schooled in Business and Textiles, Apparel, and Merchandising, Katherine grew K. Lianna Design from a small boutique-handbag company, to an internationally recognized business that specialized in custom designed accessories and has garnered recognition in trade publications such as WWD and Show & Tell magazines. She also launched a line of K. Lianna bags for Little Earth Productions, Inc., the Pittsburgh-based eco-fashion company, before joining the national retailer American Eagle Outfitters, where she worked in women’s merchandising.

Katherine has served as a member of The Sprout Fund Seed Award Committee in addition to chairing the Pointe Society for Pittsburgh Ballet Theatre. Katherine lives in the South Hills with her husband and sons.