

Kathleen Sapien

EXPERIENCE

10 Missions Media, St. Paul, Minn.

Web Content Producer - January 2017 - November 2017

- Created a web style guide for all publications (*FenderBender*, *Ratchet+Wrench* and *Fixed Ops Business*) to follow when uploading magazine and news content to content management system.
- Produced monthly magazine content.
- Uploaded magazine and news content to e-Publishing (content management system) for all three magazines.
- Assembled and sent all monthly and daily editorial-based newsletters.
- Developed and adhered to standard operating procedures for posting updates to the company's Facebooks, Twitters, Google+ and LinkedIn pages.

Bobit Business Media, Torrance, Calif.

Assistant Editor/Editorial Assistant - May 2015 - May 2016

- Assisted in database upkeep and research (Fleet 500).
- Interviewed sources for magazine articles pertinent to the automotive fleet industry.
- Generated magazine content and uploaded it to *Automotive Fleet* and *Fleet Financials* websites.
- Monitored website traffic and internal content management system.
- Assisted with social media posting.
- Compiled news story lineups for newsletters and sent out weekly newsletters.
- Developed content for internal employee newsletter.

California State University Long Beach, Long Beach, Calif.

Leadership Giving and Alumni Events Student Assistant - March 2012 - January 2015

- Prepared reports with Advance (Database solution used to keep records of students, faculty, staff, etc.).
- Undertook projects that required research on databases (PeopleSoft and Kintera).
- Provided assistance at CSULB events.
- Reformatted documents sent out to a diverse audience including; but not limited to donors, CSULB alumni and retired faculty.
- Fostered working relationships with parents, students, and other university employees.

SKILLS

- Fluent in English and Spanish.
- Proficient editor of technical documents, social media posts, audio, and news stories for magazine and online publication.
- Proficient with content management systems (Drupal, WordPress, e-Publishing and social media analytics tools.
- Proficient in Microsoft Office Suite, Google Suite and Adobe InCopy, Photoshop and Adobe Acrobat.
- Proficient in posting to social media platforms such as Twitter, Facebook, Google+ and LinkedIn.
- Proficient in putting together and sending out newsletters via Salesforce - ExactTarget, Knowledge Marketing and e-Publishing.
- Familiarity with AP Style Guide and Chicago Manual of Style.
- Familiarity with HTML and CSS.

CONNECT

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EDUCATION

California State University Long Beach,
Long Beach, Calif.
August 2010 - December 2014
Graduated cum laude: 3.58 GPA
B.A. Journalism
B.A. English with an emphasis in Rhetoric and Composition

SOCIAL MEDIA PROFILES

LinkedIn: Kat C Sapien
Twitter: @KatCSapien