kathleen Sapien

EXPERIENCE

University of St. Thomas, St. Paul, Minn.
Web Content Specialist (contract) - May 2018 - present

- Assist with website builds and ongoing maintenance of business.stthomas.edu, stthomas.edu and education.stthomas.edu (in progress: Student Life section and College of Arts and Sciences).
- Review and edit content submitted, ensuring it adheres to university style guide and AP style.
- Ensure pages follow ADA standards.
- Assist with the production and maintenance of the current and new content management systems (Terminal4 and Cascade).
- Develop style guide for internal partners that are migrating content.
- Write content for university website.

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*).
- Produced monthly magazine content.
- Uploaded magazine and news content to e-Publishing (content management system) for all three magazines.
- Assembled and sent out all monthly and daily editorial-based newsletters.
- Developed and adhered to standard operating procedures for posting updates to the company's social media channels.

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.
- Compiled news story lineups for newsletters and sent out weekly newsletters.

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).
- Reformatted documents sent out to the CSULB community.
- Fostered working relationships with parents, students, and other university employees.

SKILLS

- Fluent in English and Spanish.
- Proficient in the execution of small, medium and large scale website builds.
- Proficient editor of technical documents, webpages, social media posts, audio, and news stories for print and online publication.
- Proficient with content management systems (Wordpress, Terminal 4, ePublishing, Drupal and Cascade).
- Proficient in Microsoft Office Suite, Google Suite and Adobe InCopy, Photoshop and Adobe Acrobat.
- Proficient with social media management and newsletter assembly and dispersal.
- Familiarity with Google Analytics, Hootsuite and TweetDeck.
- Familiarity with ADA standards and compliance.
- Familiarity with AP Style Guide and Chicago Manual of Style.
- Familiarity with HTML and CSS.
- Familiarity with project management.
- Familiarity with Salesforce.
- Familiarity with web form building programs similar to Formstack.

CONNECT

Cell-phone: 562-290-3822
E-mail: kathleen.sapien3@gmail.com
2929 21st Avenue S, Apt 206
Minneapolis, MN 55407

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