

Kathryn S. Thompson

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Objective

To obtain a full-time position in a field where I can apply my professional knowledge and skills for continuous improvement.

Education

Bachelor of Arts in Professional and Technical Writing, May 2019

Minor in Integrated Health and Wellness

Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, Virginia

Technical Skills

DITA

HTML

CSS

MailChimp

Canva

SEO and Google Analytics

Adobe Photoshop

Shopify

Wordpress

Microsoft Office

Relevant Experience

Marketing and Events Coordinator

The Blacksburg Partnership, Blacksburg, VA

January 2020 – August 2020

- Managed social media promotions for Partnership initiatives on 21 social media pages
- Developed content for newsletters, public relations materials, and Partnership websites
- Assisted with the planning and execution of major festivals that attract 4,000 attendees
- Planned professional development events to retain young professionals in the area
- Maintained community events calendar on the Step Into Blacksburg website
- Served as project coordinator for the Gobble de Art Program, assisted with the promotion and development of sales items and helped to create a revenue stream for organizational operations

Website Design Manager

Montgomery County Chamber of Commerce, VA

August 2018 – July 2019

- Maintained Chamber's specific Content Management System called ChamberMaster
- Collected and analyzed website data using Google Analytics
- Developed website information architecture based on data from Google Analytics
- Created new website pages using HTML and ChamberMaster
- Implemented website accessibility guidelines on each page
- Provided ongoing training to Chamber staff members on website maintenance
- Communicated with CMS developers on page production and new website launch

Freelance Writer

Venveo Marketing, Blacksburg, VA

August 2019 – November 2019

- Generated clear and concise blog articles for construction and industrial companies
- Interpreted company manuals and protocols into informational articles for the public
- Communicated with companies about products and audience of articles

Sales Associate

TJ Maxx, Christiansburg, VA

June 2016 – June 2018

- Provided excellent customer service as a cashier
- Enhanced customer experience by answering questions about merchandise
- Unloaded boxes and sorted merchandise from delivery trucks
- Stocked merchandise to appropriate sections of the store
- Trained new employees on company procedures

Team Communication Manager

Women's Rugby, Virginia Tech

May 2015 – May 2016

- Developed semester match schedules with conference teams
- Communicated with teams in the surrounding states to plan matches
- Scheduled team transportation and hotel arrangements