

Katie Gilbert

Portland, OR

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SKILLS

- 5 Years of Professional Writing Experience
- Content Creation and Content Strategy
- Excellent Communication Skills
- Journalism & Non-Fiction writing
- Copy-editing
- SEO

EDUCATION

Seattle University - 2011-2014
Bachelor of Arts, Creative Writing

School Projects:
Founder & President of Literary Society

EXPERIENCE

Brandefined - Chief Content Officer
June 2016 - Present

At Brandefined, I hit the ground running. It was my job to manage 70 clients and to improve work efficiency in the content department. To achieve my goals I implemented new processes and workflows while also writing content for around 50 recurring clients. It was a joy working here doing what I love and to be surrounded by supportive co-workers.

- Wrote blog articles, press releases, web content, social media content, and eNewsletters
- Managed two writers
- Performed on-page SEO for new client websites
- Worked with clients directly to define content marketing strategies
- Copy-edited Facebook ads

Adpearance - Inbound Marketing Intern
November 2015 - February 2016

I sought out the opportunity to work here so I could gain further fundamental digital marketing knowledge. I mostly worked with their automotive team to help with client facing reports, social media content, and copy-editing.

- Used Excel to perform HTML audits
- Crafted social media messages for automotive clients
- Copy-edited landing page content for client websites

Caring Senior Service - Digital Marketing Specialist
October 2014 - June 2015

Here, I helped build & execute a digital strategy from the ground up, developed promotional campaigns for new content pieces, and was the social media manager for over 20 franchise locations.

- Worked with Hootsuite and HubSpot's Marketing Platform
- Increased overall social engagement by over 150%
- Successfully increased site traffic by over 150%
- Helped generate a steady increase in rate of customers and leads
- Authored an eBook about long-term care for senior citizens
- Used web analytics to improve digital strategy

Magis: Alumni Living the Mission - Marketing & Office Assistant
October 2012 - March 2014

I worked on planning events for alumni on campus, designed original marketing materials, & performed general office and marketing tasks as needed.

- Wrote a monthly eNewsletter as well as website content.
- Designed their updated presentation board for events using PhotoShop
- Used Excel and Raiser's Edge
- Filing and office organization