



Katie Gilbert

Marketing Professional

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Profile

I am a creative digital marketer with extensive content writing experience stemming from four years studying journalism and three years of content marketing experience. That, combined with in-depth analytical abilities, make me uniquely qualified to drive inbound leads and create solid digital marketing strategies. Success includes a 64% increase in site traffic and 150% improvement in overall social engagement.

Skills

Social Media Marketing

Google Analytics & Google Search Console

Keyword Research

Content Creation and Content Strategy

SEO

HTML, CSS, & Markdown

Education

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

School Projects:

Founder & President of Literary Society

Experience

Brandefined - Chief Content Officer **June 2016 - January, 2017**

I managed 70 clients and worked 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.

- I wrote compelling website copy for custom-made WordPress sites. Websites helped our clients drive inbound leads and sales.
- Had a 95% client retention rate.
- Wrote blog articles, press releases, social media content, and eNewsletters for clients.
- Managed a team of writers.
- Lead sprint meetings and handled scrum duties
- Worked with clients directly to define content marketing strategies.

Velocity Marketing Partners - SEO Specialist February 2016 - June 2016

Here, I improved campaign reporting for our SEO clients, managed 30 SEO client accounts, and shared my knowledge of SEO, social media marketing, and inbound lead generation across departments.

- Created industry targeted lead campaigns.
- Had a 93% client retention rate.
- Created an internal company style guide for online content.
- Managed the team's editorial calendar.
- Wrote informative blog articles about SEO & web development.

Appearance - Inbound Marketing Intern November 2015 - February 2016

I worked with their automotive team to help with client facing reports, social media marketing, and copy-editing.

- Wrote social media messages for clients to improve their social media marketing efforts.
- Content was published on Facebook, Google+, LinkedIn, and Twitter for both local and national brands
- Performed on-page SEO for automotive clients

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.

- Increased overall social engagement by over 150%.
- Successfully increased site traffic by 64%.
- Worked directly with franchisees.
- Used analytics to improve digital strategy.