



Katie Gilbert

Marketing Professional

Phone: 971-212-3698

Email: ktagilbert@gmail.com

Portfolio: ktagilbert.github.io/katalog/

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

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.

- Wrote blog articles, press releases, web content, social media content, and eNewsletters
- Managed a team of writers.
- Lead sprint meetings and handled scrum duties
- Performed on-page SEO for new client websites

Velocity Marketing Partners - SEO Specialist
February 2016 - June 2016

Here, I improved campaign reporting for our SEO clients as well as managed all of the SEO client accounts. I also shared my knowledge of SEO, social media marketing, and inbound lead generating across departments.

- Created industry targeted lead campaigns
- Created an internal company style guide for online content
- Managed the team's editorial calendar
- Facebook advertising
- Wrote informative blog articles about SEO & web development

Appearance - Inbound Marketing Intern
November 2015 - February 2016

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

- Performed on-page SEO for automotive clients
- 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.

- Increased overall social engagement by over 150%
- Successfully increased site traffic by 64%
- Worked directly with franchisees