

# KATIE CAUTHEN

MARKETING SPECIALIST  
& CONTENT MANAGER

## PERSONAL PROFILE

I am a digital specialist with 3+ years of experience writing, editing, and managing content marketing, email marketing, and SEO initiatives from idea through execution. I've worked at the agency level managing clients and in-house at a technology startup.

## SKILLS

- Adobe Lightroom
- Adobe Photoshop
- AP Style
- Blogging
- Canva for Work
- Copywriting
- HTML
- MailChimp
- Microsoft Excel
- MOZ
- SEO Marketing
- Social Media Marketing
- Ubersuggest
- Wordpress & CMS Experience

## CERTIFICATIONS

### Google Analytics Certified

- Completion ID: 29826355
- Expires: April 22, 2020

### Google Ads Fundamentals

- Completion ID: 31255073
- Expires: April 22, 2020

## CONTACT ME

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www.katielouann.com

Relocating to Atlanta (August 2019)

## REFERENCES

Available Upon Request

## EXPERIENCE

### Manager, Content & Email

#### Purcado, Inc. (June 2017 to present)

In this role, I manage the content marketing strategy for an early-stage data-aggregation startup. Tasked with producing conversion-centric content, I schedule email marketing campaigns, write SEO-friendly copy, and design content via Adobe Creative Cloud daily. As a project manager for content initiatives, I see projects from creation to distribution by working cross-departmentally with web developers, social media specialists, and our Marketing Director to ensure quality. Using Google Analytics, MOZ and MailChimp, I analyze marketing campaign data, report on insights, and design action plans based on findings. Some highlighted achievements include:

- Growing the email subscriber list from 1,200 to 10,321 in just 6 months
- Creating a 12-page intern training manual and facilitating marketing intern on-boarding
- Founding and recruiting for the Purcado College Brand Ambassador program in 2018

### Specialist, Content & SEO

#### Blue Corona (October 2016 to June 2017)

In this entry-level agency role, I managed websites, social media accounts, and email marketing calendars for 29+ clients under strict time-constraints. With a focus on SEO strategy, I drafted, commissioned, and edited organic search-friendly content on a daily basis. In addition, I designed social media graphics, email marketing deliverables, and digital advertisements via Adobe Photoshop and Canva For Work. Using my strong analytical skills to review, test, and tweak, I strategized for maximum client ROI with every campaign. Some highlighted achievements included:

- Improving monthly organic search traffic and Google rankings for a major franchise client, which encouraged an upsell of 2+ additional franchises with Blue Corona
- Leading trainings on Local SEO best practices for our Content Marketing team
- Introducing a new marketing offering for recruitment and LinkedIn campaign management

## EDUCATION

### University of North Carolina

B.A. Communication Studies

B.A. Political Science

- Writer for The Tab UNC
- Member of Phi Beta Chi Sorority's Kappa Chapter
- Served as Kappa's VP of Recruitment from 2014-2016
- Previously Kappa's Alumnae Director and Social Chair