

Katelyn Stephens

Copywriter &
Content Strategist

- 6+ years marketing and editorial experience writing web content, print assets, blog posts, product descriptions, etc.
- Committed to brand integrity, combining creativity and research in content development.
- Skilled at creative problem solving, team collaboration and presentations.
- Self-motivated and comfortable with tight-deadline, multiple-project environments.

Employment & Project History

Content Strategist & Writer, Freelance

Industries: Technology, Higher Education, Fashion
UX writing | Content strategy | Copywriting | Editing | SEO

Marketing Copywriter, Academic Partnerships

Developed compelling, accurate and on-brand content for university clients, including websites, landing pages, emails, lead aggregator copy, advertisements, social media and printed collateral.

Marketing Communication Coordinator, SAGE Quick Technologies

Managed team of writers and designers to implement content strategy both internally and externally. Wrote press releases, web content, email campaigns and newsletter articles. Responsible for maintaining company blog by writing posts, managing editorial calendars and optimizing WordPress back-end.

Implementation Manager, Asset Panda

Wrote user guides and knowledge base content. Created web copy, blog posts and marketing email campaigns. Developed company templates, scope of work questionnaires, and presented client use-case documentation to development team for product enhancement.

Program Manager, Tulsa Community College

Wrote and delivered email marketing campaigns via CRM. Created content for monthly newsletter and web. Designed presentations for internal and community-wide events. Developed call campaign scripts and email response templates. Wrote policies and procedures manuals and training documents.

Strengths

Marketing, sketching out ideas, collaborating with designers, communicating effectively, project management, mobile and web content, blog writing, content curation, pushing boundaries, setting high expectations, meeting high expectations, baking vegan chocolate cake

Software Proficiency

Mac OS, WordPress, Sketch App, Asana, Wrike, Salesforce, Mailchimp, Canva

Developing Skills

SEO, Google Analytics, UX research, Hand lettering, Spanish