

KATELYN STEPHENS

Copywriter and Content Strategist

SKILLS

Copywriting & editing
Content strategy
Digital marketing
Communications
Team leadership
Project management
Creative problem solving
Event coordination

SOFTWARE

WordPress
SquareSpace
Sketch App
Canva
Salesforce
MailChimp
Asana
Wrike

EDUCATION

Bachelor of Arts in
English, Creative Writing
University of Arkansas,
2011

CONTACT

(I usually go by Kaytee!)
hello@kaytee.me
918-884-8602
<http://kaytee.me>

VIDEO RESUME:

kaytee.me/video

SUMMARY

- 6+ years marketing and editorial experience in digital and print copywriting.
- Committed to brand integrity, combining creativity and research in content development.
- Self-motivated and comfortable working with multiple projects on tight deadlines.

PROFESSIONAL EXPERIENCE

Copywriter
Freelance
2017-Present

- Copywriting & content/UX strategy for Collin College.
- Copyediting for a non-profit.
- Writing video scripts for a major software company.
- Web content development for small businesses.

Marketing Copywriter
Academic Partnerships
2016-2017

- Developed on-brand content for university clients to help recruit students and "sell" online programs.
- Projects included websites, landing pages, emails, press releases, ads, social media, and print assets.

Marketing Communication
Coordinator
SAGE Quick Technologies
2015-2016

- Coordinated team of writers and designers in both B2B and B2C marketing campaigns.
- Projects included video scripts, press releases, web content, email campaigns, newsletters, interviews and bios, tradeshow signage and print materials.
- Maintained company blog by writing and publishing posts, and managed social media editorial calendar.

Implementation Manager
Asset Panda
2015

- Account management and onboarding for new SaaS product.
- Worked with development team to improve product design and functionality.
- Writing projects included user guides and knowledge base content, press releases, web copy, email campaigns, client interviews, and video scripts.

Additional Experience
2011-2015

- Program Manager, Tulsa Community College
- Summer Instructor, Tulsa Community College
- Americorps VISTA Volunteer
- Director, Oklahoma Scholastic Writing Awards