



Katie Contino

Professional Writer & Marketer

412.818.5532

writenotions.com

katie@writenotions.com

Pittsburgh, PA

PROFILE

- 7 years B2B, B2C and non-profit marketing experience with strong research, writing, editing & communications background.
- Lead business development efforts, expand customer base, & increase company revenue potential.
- Success managing projects from concept initiation to final product within budget & strict deadline.
- Creative, independent problem-solving skills & ability to maintain professionalism & focus under pressure.
- Thorough knowledge of Microsoft Office, Photoshop, Constant Contact, Wordpress, CRM software, social media platforms, and more.

EXPERIENCE

Independent Contractor: Marketing Consultation & Professional Writing, write notions, 2018 - present

- Assisting small business clients with their marketing efforts including: website content including SEO, newsletters, print marketing materials, marketing plans, social media, etc.
- Finding creative & innovative ways to refresh their brand online & in print to find the right audience and results the business needs.

Marketing Administrator, Greater Pittsburgh Federal Credit Union, 2015-2017

- Manage all marketing efforts including restructuring & redesign of company website, email marketing, social media marketing, and direct mail marketing.
- Expanding the company's reputation both online and in-person at networking events, personally representing the credit union in the field. Responsible for all aspects of marketing and PR relations to create positive growth within our membership-base.
- Updating all forms to conform with updated branding, encouraging & renewing member confidence.

Account Coordinator, TrueSense Marketing, 2014-2015

- Work directly with non-profit clients to maintain a high level of customer satisfaction, while internally coordinating all campaign aspects between account services, creative, digital, data, & production.
- Ensure all aspects of campaigns run smoothly from scheduling through to production. Campaigns include digital e-mail campaigns, direct mail, telemarketing coordination, donor thank you, social media evaluations, & acquisition.

- Support my account services team to uphold a positive relationship with the client as well as within the team environment.

Marketing Coordinator, Greater Pittsburgh Federal Credit Union, 2011-2014

- Reformed & implemented new marketing strategies to encourage new membership, including e-newsletters, events, social media campaigns, company website, & PR releases.
- Managed a full redesign of the company website, overseeing all aspects of content & design.
- Directed monthly email newsletter blasts to over 3,000 members. Campaigns resulted in an average open rate of 27.8%, above average for the financial industry.
- Networked at University of Pittsburgh and UPMC to establish the company's presence & gain visibility with potential and existing members.

Marketing Assistant, Financial Dimensions, Inc., 2009-2011

- Updated & designed diverse marketing materials. Wrote & published website articles
- Developed & refined company graphics; updated & developed client forms.
- Conformed marketing collateral to new company design. Created client pricing lists & other various materials.

Intern, Research Department, FOX 53/WPMY, 2009

- Assisted the research director to develop reports & analyze various data & statistical reports for sales pitches to potential clientele using Nielson rating & various marketing databases.

President, WDW Representative - IUP Campus, Walt Disney World College Program, 2008-2009

- Lead team efforts to recruit students & uphold the Disney standard on campus for 2 years, resulting in IUP student enrollment doubling in that time. Managed team's marketing & mentoring efforts, working directly with Disney leaders to substantially increase the university's involvement.
- Coordinated all recruitment efforts to exceed company standards, delegated team & individual responsibilities, managed team website, upheld faculty contacts, lead executive board, maintained communications with Recruitment, & mentored new recruits.

EDUCATION

Masters in Professional Writing, Chatham University, 2015 4.0 GPA

Focus in web content development & social media. Coursework includes website design & development, marketing, business communications, and UI design.

Bachelor of Arts in English, Indiana University of Pennsylvania, 2005-2009 3.83 GPA

Focus in creative writing, literary analysis, journalism/mass media, & research. Communications media minor with a focus on graphic arts and photography.