





KATIE CONTINO

CREATIVE CONTENT CREATOR & MARKETING PROFESSIONAL

CONTACT

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SKILLS

Digital Content & Professional Writing
Content Strategy
Brand Management & Optimization
Cross-Platform Optimization
Keyword Optimization
Graphic Design
Time Management
Organizational Skills

EDUCATION

Master of Professional Writing Chatham University

Graduated 2015
4.0 GPA

Focus in web content development & social media. Coursework included website design & development, marketing, business communications, & UI/UX design.

Bachelor of Arts, English Indiana University of PA

Graduated 2009
Summa Cum Laude 3.8 GPA

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

PROFILE

Driven marketing professional armed with a strong background in graphic design, web design, & marketing material creation. My passions lie with graphics & visual-based design at the forefront of my marketing approach, strengthened by my writing background. I bring a unique blend of creativity and strategic thinking to drive successful marketing campaigns in digital & print. Designing visually-appealing, branded materials in tandem with compelling content, results in deep storytelling to thoroughly represent the brand. I excel in cross-functional collaboration and project management to keep all angles flowing together within deadline. I am poised to support the needs of a fast, growing business with a keen eye for design with a commitment to delivering impactful storytelling for a professional brand.

WORK EXPERIENCE

Creative Content Creator, Independent Contractor

Write Notions, LLC: *Freelance Marketing Consulting & Design* 2015 - Present

- Assists clients in various industries (B2B, small business, startup, non-profit, etc) with marketing efforts, both digital & print materials, including the management & content creation of: marketing plans/strategies, websites, social media, print materials, advertisements, print & digital newsletters, SEO practices, branding, and more utilizing my background in writing, design & marketing.
- Finding creative & innovative ways to refresh or establish a consistent & professional branding presence in all aspects of marketing efforts based on clients' individual needs.

Marketing Administrator

Greater Pittsburgh Federal Credit Union 2015 - 2017

- Responsible for all aspects of marketing and PR to create positive growth within our membership-base & attract new membership. Managed all marketing efforts including restructuring & redesign of company website, email campaigns, social media, letters, direct mail marketing and both e-newsletters & print.
- Updating all print materials to conform with updated branding, encouraging & renewing member confidence and streamlining forms to increase membership.
- Managed a full company re-branding update, including new logo design, website and all company materials.
- Expanding the company's reputation both online and in-person at networking events, representing the credit union in the field around the greater Pittsburgh area within our field of membership.

Account Coordinator





TruSense Marketing, *Marketing Firm* 2014 - 2015

- Work directly with nationwide non-profit clients to maintain a high level of customer satisfaction, while internally coordinating all campaign aspects between account services, creative, digital, data, and production for direct mail & digital campaigns.
- 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, and acquisition.
- Support my account services team however needed to uphold a positive relationship with the client as well as within the team environment.

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EXPERTISE

- Writing & designing marketing materials optimized for both digital & print audiences.
- Creating custom graphics for unique situations.
- Creating social media campaigns with SEO & exposure in mind.

PASSIONS

- Faith
- Learning - Hungry for learning new skills as technology grows. Online courses are a regular activity for me.
- Reading - Reading

WORK EXPERIENCE CONTINUED

Marketing Coordinator/Teller

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.
- Represented the credit union at networking events at University of Pittsburgh and UPMC to establish the company's presence & gain visibility with potential and existing members around the greater Pittsburgh area.
- Executed all marketing efforts while also continuing work as a front-desk teller assisting members with transactions, loan applications, loan disbursement file management and assisting with various back-end reports for the credit union.

Marketing Assistant/Account Manager

Financial Dimensions, Inc, *Mortgage Servicing Company* 2009 - 2011

- Updated & designed diverse marketing materials for a mortgage servicing company in addition to my account manager role. 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.
- As account manager, I proofed, finalized & managed orders based on county records country-wide and directly reported orders status reports weekly to clients such as PNC, JPMorgan Chase & more.

Intern, Research Department

FOX 53/WPGH, *Local TV Station - Pittsburgh* 2009

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

Walt Disney World Campus Representative, President

Walt Disney World College Program, *IUP Campus* 2007 - 2009

- Represented the Walt Disney World Company on campus. Lead team efforts to recruit students & uphold the Disney standard on campus for 2 years, resulting in IUP student enrollment in the program doubling in that time.
- Managed all of the rep team's marketing & mentoring efforts on campus, 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 throughout the process.