

# KATE CHERVEN

LinkedIn | <https://www.linkedin.com/in/katecherven>  
Digital Portfolio | <https://katecherven.journoportfolio.com/>

PROJECT MANAGEMENT | MARKETING | STORYTELLING | USER RESEARCH | CONTENT MANAGEMENT | COMMUNICATIONS | GOOGLE ANALYTICS | GOOGLE DATA STUDIO | G SUITE | AGILE METHODOLOGIES | SEO | MARKETING CAMPAIGNS | SLACK | ASANA | SALESFORCE MARKETING CLOUD | HOOTSUITE | BASECAMP | MONDAY | FIGMA | CALLRAIL | MICROSOFT OFFICE | QUALITATIVE RESEARCH | QUANTITATIVE ANALYSIS | WORDPRESS | JIRA

## Professional Experience

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**United Site Services** | St. Petersburg, FL

*August 2022 - Present*

*Marketing Specialist*

- Lead the strategy and design of the company website, ensuring a user-centric experience and alignment with business goals.
- Work cross-functionally to develop and manage a customer experience program, focusing on customer journey mapping and persona creation.
- Write and manage all external-facing content, ensuring consistency and engagement across multiple platforms.
- Collaborate with vendors for seamless digital property development and maintenance.
- Organize, prioritize, and oversee the digital marketing scrum team's workflow for efficient execution.
- Conduct industry-specific research to craft website and internal content that empowers the sales team.
- Maintain brand consistency across online platforms, reinforcing a unified identity.
- Partner with stakeholders and product teams to deliver innovative end-to-end marketing solutions.

**Boston Chefs Inc.** | Boston, MA

*February 2020 - March 2022*

*Writer & Digital Content Producer*

*Writer & Digital Content Specialist (February 2020 - March 2020)*

- Generated, edited and published social media content across Instagram and Facebook with Later.
- Cultivated and executed *Meet The Tastemaker* monthly column, building relationships with Boston food influencers to promote their work and local restaurants.
- Maintained content quality on WordPress and managed biweekly email campaigns through Mailchimp.

**Rapid7** | Boston, MA

*August 2019 - December 2019*

*Content Specialist*

- Project managed content audit of existing marketing collateral, assessed gaps, strengths, weaknesses, and identified easy wins and next steps.
- Aligned with internal stakeholders to ensure the project was prioritized and finished on time.

**Wentworth Institute of Technology** | Boston, MA

*Digital Content Specialist*

*February 2019 - May 2019*

- Led and executed social media campaigns and reporting across Instagram, LinkedIn, and Facebook.
- Collaborated with internal stakeholders to meet project deadlines and obtain quality content.
- Spearheaded Wentworth's social media engagement at events
- Facilitated email campaigns through Mailchimp.

**Cheap Eats Blog** | Auckland, NZ

*April 2017 - September 2018*

*Writer and Social Media Manager*

- Engineered content strategy and engagement on Instagram and Facebook.
- Increased engagement rates, average of 5%, and achieved an 810% increase in followers on Instagram and a 10% increase on Facebook in one year.

**Mental Health Foundation of New Zealand** | Auckland, NZ

*May 2015 - September 2018*

*Marketing and Communications Officer*

- Project managed the development, promotion of communications and engagement strategies for multiple projects, including: creating AdWords campaigns, identified public relations opportunities, managed press at events, managed social media calendars, created content for digital and print, developed KPI's, and measured results.

## Education

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**Boston University** | Masters in Gastronomy | G.P.A. 3.88

*May 2021*

**University of Iowa** | B.A. English and Anthropology | G.P.A. 3.55

*May 2013*