

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 | AGILE METHODOLOGY & SCRUM FACILITATION | JIRA | CROSS-FUNCTIONAL TEAM LEADERSHIP

Professional Experience

United Site Services | Brooklyn, NY September 2024 - Present
Customer Experience & Communications Marketing Manager
Marketing Specialist (August 2022 - September 2024)

- Lead digital CX initiatives, including Salesforce-web integration and website development, aligning IT, billing, CX, and marketing priorities.
- Digital Marketing Scrum Master, managing JIRA and sprint planning to deliver digital projects on time and within scope.
- Conduct cross-functional CX research to identify internal and external pain points, guiding journey mapping and automation strategies.
- Prioritize and implement self-service tools and process improvements that enhance the customer experience and reduce internal workload.

Boston Chefs Inc. | Boston, MA February 2020 - March 2022
Writer & Digital Content Producer

- Planned and executed recurring digital campaigns, managing content calendars and project timelines in Airtable to align with brand and partner goals.
- Collaborated with external partners to deliver features like “Meet the Tastemaker,” supporting editorial themes and influencer engagement strategy.

Rapid7 | Boston, MA August 2019 - December 2019
Content Specialist

- Led a global marketing content audit to identify gaps, redundancies, and quick-win opportunities, improving asset effectiveness and internal usability.
- Collaborated cross-functionally with sales enablement, creative, and product marketing teams; presented findings and roadmap to senior leadership.

Wentworth Institute of Technology | Boston, MA February 2019 - May 2019
Digital Content Specialist

- Led content planning and execution for social campaigns tied to university initiatives and events, coordinating internal reviews and creative approvals.
- Managed stakeholder relationships across departments to deliver digital assets within deadline and brand guidelines.
- Tracked and reported on campaign success metrics, adjusting strategy as needed to meet engagement goals.

Cheap Eats Blog | Auckland, NZ April 2017 - September 2018
Writer and Social Media Manager

- Developed and executed a content strategy that increased Instagram following by 810% and improved average engagement by 5%.
- Managed editorial calendar, publication workflow, and content performance reporting independently.
- Coordinated cross-promotions with local influencers and partners to expand reach and engagement.

Mental Health Foundation of New Zealand | Auckland, NZ May 2015 - September 2018
Marketing and Communications Officer

- Led multi-channel campaigns from scope to execution, meeting KPIs and deadlines.
- Managed budgets, vendors, and timelines for national initiatives.
- Aligned departments through stakeholder updates and reporting dashboards.

Education

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