

KATE CHERVEN

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PROJECT MANAGEMENT | MARKETINGUSER | SLACK | ASANA | CRM SYSTEMS & AUTOMATION TOOLS | SALESFORCE MARKETING CLOUD | HOOTSUITE | JIRA | CALLRAIL | MICROSOFT OFFICE | WORDPRESS | AGILE METHODOLOGY & SCRUM FACILITATION | JIRA | CROSS-FUNCTIONAL TEAM LEADERSHIP | STORYTELLING | RESEARCH | CONTENT MANAGEMENT | COMMUNICATIONS | GOOGLE ANALYTICS | GOOGLE DATA STUDIO | BASECAMP | MONDAY | FIGMA | G SUITE | AGILE METHODOLOGIES | SEO | MULTI-CHANNEL MARKETING CAMPAIGNS | SMS/ TEXT MARKETING |QUALITATIVE RESEARCH | QUANTITATIVE ANALYSIS

Professional Experience

United Site Services Brooklyn, NY <i>Customer Experience & Communications Marketing Manager</i> <i>Marketing Specialist (August 2022 - September 2024)</i> - 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.	<i>September 2024 - October 2025</i>
Boston Chefs Inc. Boston, MA <i>Writer & Digital Content Producer</i> - 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.	<i>February 2020 - March 2022</i>
Rapid7 Boston, MA <i>Content Specialist</i> - 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.	<i>August 2019 - December 2019</i>
Wentworth Institute of Technology Boston, MA <i>Digital Content Specialist</i> - 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.	<i>February 2019 - May 2019</i>
Cheap Eats Blog Auckland, NZ <i>Writer and Social Media Manager</i> - 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.	<i>April 2017 - September 2018</i>
Mental Health Foundation of New Zealand Auckland, NZ <i>Marketing and Communications Officer</i> - 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.	<i>May 2015 - September 2018</i>

Education

Boston University Masters in Gastronomy G.P.A. 3.88	<i>May 2021</i>
University of Iowa B.A. English and Anthropology G.P.A. 3.55	<i>May 2013</i>