

Kate Cherven

CUSTOMER EXPERIENCE & DIGITAL MARKETING MANAGER

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SUMMARY

Strategic marketing leader with expertise in customer journey mapping, UX research, and multi-channel campaign execution. Skilled in developing data-driven strategies that enhance engagement, improve retention, and optimize lifecycle communications. Experienced in aligning marketing, product, and IT teams to deliver seamless digital experiences across web, email, and customer touchpoints.

EDUCATION

Boston University, Boston, MA
(2019 - 2021)

Graduated with a Masters in
Gastronomy

University of Iowa (2008-2010)

Bachelor of Arts in Anthropology and
Double Major in English

WORK EXPERIENCE

Marketing Consultant (2025-Present)

Freelance

- Deliver marketing, UX research, and content strategy using AI-driven insights, journey mapping, and digital CX optimization.
- Execute multi-channel campaigns and lead cross-functional projects with data analytics and automation to improve performance and engagement.

Customer Experience & Communications Marketing Manager (2024-2025)

Marketing Specialist (2022-2024)

United Site Services

- Led agile digital transformation initiatives, facilitating sprint cycles and cross-department collaboration.
- Managed multi-channel lifecycle campaigns and CRM-driven communications using Salesforce.
- Improved campaign effectiveness through analytics, UX enhancements, and performance tracking.
- Drove digital marketing initiatives, creating automated email campaigns and customer journeys that boosted retention, engagement, and revenue.
- Leveraged analytics to refine messaging, optimize conversion funnels, and maximize campaign ROI.

Digital Content Producer & Writer (2020-2022)

BostonChefs.com

- Directed content strategy and campaign execution for hospitality brands and event promotions.
- Oversaw editorial planning, stakeholder coordination, and on-time project delivery.
- Produced high-performing digital content aligned with SEO and audience engagement insights.

TECHNICAL SKILLS

- Customer Lifecycle & CX Strategy
- Multi-Channel Campaign Management
- Digital Marketing Strategy
- CRM & Marketing Automation: HubSpot, Salesforce
- CMS platforms: WordPress, Drupal
- Conversion Optimization
- Customer Retention & Adoption
- UX Research & Behavioral Insights
- Data Analytics: Google Analytics, Excel
- SEO/ SEM & Paid Advertising

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PROFESSIONAL DEVELOPMENT

Introduction to User Experience

Design

Coursera (Georgia Institute of Technology) Issued 2022

Foundations of Project Management

Coursera (Google) Issued 2022

Project Initiation: Starting a Successful Project

Coursera (Google) Issued 2022

Increase SEO Traffic with WordPress

Coursera Issued 2022

Introduction to HTML

Coursera Issued 2022

ACHIEVEMENTS

Royal Palm Literary Award Finalist (2025)

Bronze award for Unpublished Poetry Chapbook at the Royal Palm Literary Awards (RPLA)

Published Author (2009)

Kiss or Kill: Contact Scenes of Love and Strife for Young Actors by Smith & Kraus

WORK EXPERIENCE CONTINUED

Content Specialist (8/2019- 10/2019)

Rapid7 (Contract)

- Led comprehensive content audits to improve digital experience, navigation, and clarity.
- Collaborated with product and marketing teams to align messaging with user needs and business objectives.

Digital Content Specialist (2/2029-5/2029)

Wentworth Institute of Technology (Contract)

- Drove digital content strategy by producing social campaigns, newsletter content, and accessible website updates while coordinating internal reviews and stakeholder approvals.
- Tracked campaign and website performance, applied insights to enhance engagement, and ensured all content met brand and accessibility requirements.

Marketing & Communications Officer (5/2015-9/2018)

Mental Health Foundation of New Zealand

- Executed national marketing strategies across digital, events, and community channels.
- Drove brand awareness campaigns and stakeholder partnerships to expand audience reach.
- Managed cross-functional teams and vendors to ensure campaign delivery and performance outcomes.

Food Writer (5/2017-9/2018)

Cheap Eats Auckland (Freelance)

- Produced digital content and hosted events to increase brand visibility and community engagement.

PROFESSIONAL SKILLS

- Customer Empathy and Advocacy
- Strategic Thinking and Planning
- Content & Email Marketing
- Adaptability & AI Experience
- Problem-Solving
- Cross-Functional Collaboration
- Project Management
- Creativity