

# Kate DeLorme-Zastrow

Chicago, IL

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## Highlights

A creative and motivated copywriter and editor with specialized experience creating marketing and brand copy across all channels and market segments. With nearly five years of experience creating drip email campaigns, newsletters, paid and organic social media posts, landing pages, direct mail, product descriptions and advertisement scripts. Experienced in nearly all industries, most notably Ecommerce and wine and beverage.

## Experience

January 2021 - PRESENT

### **CopyPress, Chicago** – *Copywriter and Editor*

- Write, edit and public long-form articles focused on career development in all industries for Indeed's Career Guide
- Ensure all copy from internal and external writers adheres to Indeed's style guide and contributes successfully to the brand's persona and mission
- Proofread articles in regular and code view, correct all spelling, grammatical and coding errors before publication in Dante
- Work with a team of writers and editors to continually improve campaign content and define Indeed's tone of voice, market position and brand personality.
- Research subjects using assigned resources and topics
- Fact check articles before publication

November 2020 - PRESENT

### **Diversity in Food and Beverage, New York** – *Copywriter*

- Conceptualize and write drip email campaigns, website copy and paid and organic social media posts.
- Write, edit and submit grant and partnership proposals of up to \$1M
- Create grant proposal templates for team use
- Write, edit and submit all IRS correspondence
- Edit public facing copy including DIFB's website and social media posts to drive traffic through SEO tactics and initiatives

January 2019 - January 2021

**Dade Group, Chicago** – *Copywriter*

- Meet with clients to discuss their marketing content needs and build style guides in accordance to each brand's needs
- Write and edit email campaigns, direct mail campaigns, long-form articles, blog posts, sales pages, landing pages, newsletters and product descriptions
- Work with an editor to continually improve content
- Implement SEO standards and practices into existing content campaigns

January 2019 - January 2021

**Scout & Cellar, Chicago** – *Copywriter/consultant*

- Create and edit tasting scripts for public tasting events of up to 200 people
- Write and edit promotional copy, product descriptions and tasting guides to be circulated at events
- Manage social media platforms to promote wine tasting events, including paid and organic social
- Create and continually develop a style guide for consistency of brand persona and tone of voice
- Act as a wine expert and educator for guests at public and private tastings of up to 200 people

## Education

September 2018 - January 2019

**Michigan State University, Chicago** – *Advanced Diploma in Journalism*

January 2018 - March 2018

**Wesleyan University, Chicago** – *Advanced Diploma in English Literature*

March 2018 - June 2018

**University of Illinois, Chicago** – *Advanced Diploma in American Poetry*

## Awards

Level 1 Award in Wines, Wine and Spirit Education Trust

Level 2 Award in Wines, Wine and Spirit Education Trust

Level 3 Award in Wines, Wine and Spirit Education Trust

