

# Hello

## I'm Katie Mathewson

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### Professional Summary

Dynamic communications leader with 8+ years of expertise in internal communications, culture management, and employee engagement. Proven ability to craft impactful messaging that aligns global teams with organizational strategies and drives transformation. Adept at partnering with senior leadership to foster a positive workplace culture and deliver measurable outcomes through innovative storytelling and change management.

### Experience

**Sr. Marketing Specialist** | SEPTEMBER 2023 - PRESENT

**Society for Human Resource Management (SHRM), New York**

- Led strategic communication campaigns for SHRM's conferences focused on workplace culture, talent retention, and employee engagement, surpassing revenue and registration goals by 148% and 117%.
- Partnered with executive leadership to develop messaging for speaker promotions and sensitive organizational updates, ensuring alignment with company tone and objectives.
- Drove content creation for leadership communications, including C-suite messaging, to align associates with SHRM's strategic vision and priorities.

**Marketing Specialist** | APRIL 2022 - SEPTEMBER 2023

- Partnered with senior leaders to align messaging with HR transformation goals and deliver consistent narratives across the organization.

**Digital Communications Strategist** | OCTOBER 2020 - APRIL 2022

**Freelance, New York**

- Developed tailored internal communication frameworks for 15+ organizations, enhancing team alignment and boosting employee engagement metrics.
- Produced video scripts, email campaigns, and multi-channel copywriting tailored to each client's unique culture, tone, and strategic goals.

**Email & Social Media Content Manager** | FEBRUARY 2019 - OCTOBER 2020

**Martha Stewart & Marley Spoon, New York**

- Directed crisis communication strategies, navigating complex situations with transparency and empathy while preserving brand reputation.
- Conceptualized and launched internal communication playbooks, standardizing messaging across three continents for a unified employee experience.

**Account Manager, Content Marketing** | JANUARY 2018 - FEBRUARY 2019

**Fishbowl Marketing, Washington D.C.**

- Directed a team of five specialists to execute innovative campaigns that improved website traffic by 75% and conversion rates by 37%.

**Content Strategist** | JULY 2017 - JANUARY 2018

- Led focus groups to gather feedback, using insights to inform and refine communication strategies.

**Communications Associate** | FEBRUARY 2016 - JULY 2017

**Advisory Board Company, Washington, D.C.**

- Produced a monthly internal newsletter highlighting employee success stories and key company updates.

### Education

**University of Oklahoma, Norman, OK** | AUGUST 2011 - MAY 2015

Bachelor of Arts in International and Area Studies, Minors in Spanish and Communications.