

# Kat Kennedy

Content Strategist • SEO • Content Operations • AI Marketing

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## Professional Summary

Content marketing strategist with 8+ years of experience scaling brands through SEO, content strategy, and conversion-focused copywriting. Proven success executing content initiatives that supported growth to more than 1 million customers and \$100M+ in annual sales while leading remote content operations and cross-functional collaboration. Combines data, creativity, and AI-powered workflows to deliver content that drives traffic, engagement, and revenue.

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## Career Highlights

- Executed content and SEO strategies that supported **1M+ customers** and **\$100M+ in annual sales** at NativePath.
  - Increased NativePath's **Ahrefs Site Health from 56 to 90+**, improving search visibility and organic performance.
  - Spearheaded the implementation of **Amazon Marketplace**, helping establish one of NativePath's highest-performing revenue channels.
  - Led remote content operations, managing freelance writers, medical reviewers, and cross-functional stakeholders.
  - Produced high-performing SEO content, ecommerce copy, email campaigns, and social media assets that drove traffic, engagement, and revenue.
  - Helped scale Nashville MMA from **200 to 600+ members** in under one year through strategic marketing and retention initiatives.
  - Leveraged AI tools including **ChatGPT** and **Claude** to accelerate research, content strategy, and production workflows.
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# Core Skills

## Content Marketing

- Content Strategy
- SEO
- Editorial Planning
- Content Operations
- Brand Messaging
- Conversion Copywriting

## Growth Marketing

- Organic Growth
- Email Marketing
- Social Media Marketing
- CRO
- Marketing Analytics
- Campaign Management

## Platforms & Tools

- Google Analytics (GA4)
- WordPress
- HubSpot
- Amazon Seller Central
- Microsoft Office
- Google Workspace

## AI & Technology

- ChatGPT
- Claude
- AI Prompt Engineering
- AI-Assisted Content Production
- Workflow Optimization

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# Work Experience

## Content Associate (Remote)

### Native Path

- Executed content and SEO strategies that supported NativePath's growth to **1M+ customers and \$100M+ in annual sales**.
- Increased Ahrefs Site Health from **56 to consistently 90+**, improving Google search visibility and organic performance.
- Produced and published **8+ SEO-optimized articles monthly**, managing projects from research through publication.
- Optimized legacy content using SEO best practices to improve rankings, traffic, and conversions.
- Led a remote team of freelance writers and medical reviewers, ensuring quality, compliance, and on-time delivery.
- Wrote website copy, PDPs, Amazon listings, and A+ content supporting ecommerce growth.
- Helped launch NativePath's Amazon Marketplace strategy, establishing one of the company's highest-performing sales channels.
- Tracked website traffic, engagement, sales, and revenue in Google Analytics to inform content strategy.
- Ensured all content met FDA, Amazon, Walmart, and retailer compliance standards.

## Content Specialist

### TAG Communications

- Managed multi-channel marketing campaigns for a portfolio of **40+ client accounts**.
- Developed content and marketing strategies that increased brand awareness and supported client growth.
- Delivered marketing campaigns and collateral on time while maintaining brand consistency and quality.
- Analyzed campaign performance and presented strategic recommendations to clients and internal stakeholders.
- Managed public relations for the **Davenport Public School District**.
- Identified new marketing opportunities through data analysis, market research, and industry trends.

## Assistant Manager & Head of Marketing

### Nashville MMA

- Directed daily operations and growth initiatives, helping the business become profitable for the first time in **five years**.
- Led a **25-person team**, overseeing operations, scheduling, customer experience, and administrative processes.
- Increased membership from **200 to 600+ members in under one year** through targeted marketing, sales, and retention strategies.
- Rebuilt the company website and implemented new software and operational processes to improve efficiency.
- Developed blogs, email campaigns, newsletters, social media content, and direct-response marketing to drive engagement and lead generation.
- Grew social media audiences while managing public relations and strengthening the gym's brand presence.
- Consistently exceeded sales goals, reduced cancellations, and built long-term customer loyalty through relationship-focused service.
- Collaborated with UFC fighter **Michael Chandler** to create promotional campaigns and branded marketing content.

## Digital Content Coordinator (Remote)

### KBK Communications

- Spearheaded the delivery of high-quality, customized, and timely digital content for a diverse range of clients.
- Implemented creative content strategies to foster client loyalty and sustain repeat business.
- Served as a crucial liaison between clients and the company.
- Contributed to the development of comprehensive and tailored digital marketing plans to optimize clients' time, resources, and objectives.

- Supervised a team of freelance writers, photographers, videographers, and graphic designers to ensure the production of superior and timely marketing collateral.
  - Authored, designed, and edited various content pieces to meet predetermined key performance indicators (KPIs).
  - Completed Hubspot certification.
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## Education

### Master of Science Marketing

The University of South Florida • Tampa, FL  
*Certification in Digital Marketing*

### Bachelor of Arts Studio Art

The University of South Florida • Tampa, FL  
*Graduated with Honors*

### Bachelor of Science in Marketing

The University of South Florida • Tampa, FL  
*Graduated with Honors*

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