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# Kate Safin

## Marketing & E-commerce Specialist

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<https://katesafin.journoportfolio.com/>

## SKILLS

Content Marketing

Email Marketing

SEO/SEM

Branding

Customer Engagement

Google Ads

Project Management

Marketing Analytics

WordPress

Adobe InDesign

Canva

Shopify

## EXPERIENCE

### East End Food Co-op, Pittsburgh, PA

Marketing & Member Services Manager **April 2016 - February 2021**

Assistant Marketing & Member Services Manager **January 2014 - April 2016**

*Established and maintained brand standards for community-owned grocery store with 14,000+ members and \$12.3MM in annual sales. Enhanced brand message with engaging content for print, e-mail, social media, web, and in-store displays. Strategically drove awareness through press releases, blogs, social media posts, events, display ads, and branded merchandise.*

- Spearheaded business expansion into e-commerce by developing grocery delivery and curbside pickup programs, generating \$300k in sales in 2020.
- Designed a search engine optimized website to build brand awareness through organic search discovery.
- Coordinated content calendar, wrote and edited articles, and oversaw layout and production of 25 issues of bi-monthly magazine and 24 issues of monthly newsletter.
- Effectively managed email marketing, growing subscriber list to over 10,000 unique emails; weekly campaigns consistently had open rates of 20% or more.
- Established Instagram account; achieved 8,000+ organic followers by posting high-quality images and stories that delivered on-brand messaging.
- Coordinated marketing strategies with buyers, store managers, and vendors to increase sales by 1.5% (FY17-18), 4% (FY18-19), and 4.5% (FY19-20).
- Successfully orchestrated special events that led to multiple record-breaking sales days and contributed to significant year-over-year membership growth.
- Clearly communicated brand value and impact in annual reports, newsletters, brochures, and flyers.
- Monitored customer satisfaction with a bi-annual member survey.

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## **FineLine Multimedia, Greensburg, PA**

Project Coordinator **June 2012 - January 2014**

*Efficiently handled project details for 200 clients annually, ensuring high customer satisfaction by clearly communicating client expectations. Implemented a structured task flow for staff, guaranteeing consistent client results and effective management of time and talent.*

- Consistently wrote and published blogs on the company website showcasing recent projects. All blogs were developed with a focus on high SEO standards.
- Actively assisted in managing various social media accounts, devising practical strategies to enhance visibility and garner likes on Facebook and Instagram.

## **EDUCATION**

### **Point Park University, Pittsburgh, PA**

*Master of Business Administration 2010*

*B.A. Mass Communication 2008*

*B.S. Sport, Arts & Entertainment Management 2008*

## **CERTIFICATIONS**

- Google Digital Marketing & E-Commerce Career Certificate (2024)
- Hubspot Advanced Search Engine Optimization (2022)
- Hubspot Content Management (2022)