

Katie Shadler

[katieshadler.com](https://www.linkedin.com/in/katie-shadler/)

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katieshadler@gmail.com

(909)-247-7984

Skills

- Technical Writing
- B2B/B2C Copywriting
- Project Management
- SharePoint
- Jira
- AP Style Print Writing
- APA Style
- Social Media
- Sprout Social
- Adobe Programs
- Blog Writing
- Content Management Systems (WordPress, Wix, etc.)
- Microsoft Programs (Word, Excel, etc.)
- Editing
- SEO Copyediting
- HTML Coding
- Teamwork
- Leadership
- Communication
- Ambiguous Environments
- Time Management

Experience

Cisco

July 2023 – present

Technical Writer

Create product marketing-related content to help drive the adoption of training and certification offerings across multiple customer segments and personas

- Develop customer-focused marketing deliverables for courses and exams including course overviews, exam overviews, and external course-related web page copy
- Ensure content is mechanically correct (spelling, punctuation, and grammar) and is consistent with guidelines
- Create outbound product marketing deliverables and messaging, which includes value proposition, competitive advantage, benefits, and descriptions used for major launches, certification revisions, course releases, and web updates
- Understand business unit, portfolio, and product-level strategies, and align product marketing efforts with insights from portfolio management
- Review and proofread marketing-related content for completeness, accuracy, appropriate language, and form
- Identify risk factors and work collaboratively with key stakeholders
- Utilize presentation skills, including PowerPoint development

Calaton Systems

Aug. 2024 – present

Copywriter (Freelance)

Edit blog posts and other content for a software development organization that provides mobile and web products for the world's largest healthcare, finance, real estate, and media companies

- Edit 2-5 blog posts per week
- Edit copy for apps and website monthly
- Utilize Google Chat and Upwork for internal communications and logistics

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FocusWorks Marketing

March – June 2024

Content Writer (Freelance)

Created ongoing blog articles, website pages, and e-books/infographics for a range of clients, including legal, marketing, and SaaS

- Wrote 1-2 blog articles per month on marketing strategies for law firms
- Researched law firm marketing topics using reputable sites
- Utilized Asana and Slack for internal communications

MedBridge, Inc.

Dec. 2022 – July 2023

Copywriter

Wrote B2B/B2C content for clinical and non-clinical audiences at healthcare organizations

- Communicated with stakeholders to write, edit, and publish technical articles on clinical subjects to a WordPress website
- Wrote copy on Sprout Social for social media including LinkedIn, Facebook, and Twitter
- Wrote SEO-optimized headlines and copy for emails and landing pages for a variety of audiences including physical therapists, occupational therapists, nurses, speech-language pathologists, and athletic trainers as well as their patients and leaders within their organizations
- Served as a member of the public relations team to strategize new PR efforts and write corresponding content
- Wrote additional content as needed such as award entries and downloadable Valentine's Day cards
- Used Monday.com to manage tasks daily

Facebook/Meta Reality Labs

Aug. 2020 – Aug. 2022

Document Control Specialist/Technical Writer

Edited and wrote technical training documentation for Facebook/Meta Reality Labs Environmental, Health & Safety department

- Wrote, edited, created, and published technical documents, PowerPoints, and interactive trainings for grammar, structure, flow, and presentation
- Managed SharePoint sites and Excel sheets
- Managed tasks and communication with stakeholders at Meta sites across the globe using Jira
- Oversaw/trained peer full job responsibilities

Immigrant Care, Inc.

Oct. 2020 – Jan. 2022

Lead Copywriter/Website Manager (Skills-based Volunteering)

Created and managed website and blog content as well as oversaw personnel on content creation projects

- Wrote and edited blog posts monthly
- Created and designed newsletters
- Edited HTML and website design using Wix
- Created SEO-optimized copy and website
- Managed personnel to create content and edit website
- Increased website activity by 2,000 percent

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Chester Community Coalition

Sept. 2020

Copywriter (Skills-based Volunteering)

Wrote website post to attract donors and subscribers on Giving Tuesday

- Wrote SEO-optimized copy using statistics and reputable sources
- Delivered ahead of schedule

Aerotek

Aug. 2018 – Aug. 2020

Technical Recruiter

Recruited primarily engineers for companies such as Microsoft, Amazon, and SpaceX in the Seattle market

- Wrote cover letters for candidates daily using direct quotes from references
- Cold-called 75+ candidates a day and interviewed 10 candidates a week
- Spoke and detailed notes from candidates, candidate references and clients
- Sourced candidates via LinkedIn, other job sites, and our internal database
- Met daily deadlines in a fast-paced environment
- Trained peers

Received MVP Award at our national training, Recruiter II, for having a positive impact on my peers throughout training by providing feedback and pushing myself and others to be better. (See Other Skills & Achievements.)

Center for Transformational Learning and Leadership

Dec. 2017 – Aug. 2018

Public Relations Specialist & Social Media Coordinator

Created and oversaw PR campaigns as well as ran external communication daily

- Wrote features and profiles on news, events, and people relating to the CTLL in AP style, interviewing relevant sources
- Created monthly newsletter via WordPress
- Ran social media daily (Twitter, Facebook) and increased traffic by over 200 percent
- Took photos for features and profiles
- Created and edited video with Adobe Premiere for a campaign
- Edited copy and HTML to be SEO optimized
- Wrote copy on website and monthly newsletter
- Designed graphics for campaigns using Adobe Photoshop
- Created mass emails for updates using MailChimp to our CTLL network
- Tracked certain parameters via Microsoft Excel to identify what was beneficial to our campaigns
- Worked primarily independently in an ambiguous environment where I created most of my duties

The Daily Evergreen

Sept. 2016 – Dec. 2017

Senior News Reporter/Crime Reporter

Wrote features, profiles, and briefs daily regarding various topics including crime, diversity, politics, breaking news and, other news topics in AP style

- Interviewed relevant sources such as community members, police officers, politicians, faculty, and students
- Ran breaking news on Twitter for events
- Wrote briefs and full stories on breaking news, arriving on scene in a moment's notice
 - The Seattle Times and The Spokesman referenced some of my work
- Came up with concepts for feature and profile writing based on trends or events happening around the Pullman area
- Met daily deadlines in a fast-paced environment

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The Washington State Magazine

Aug. 2017 – Oct. 2017

Copywriter

- Wrote a full feature in AP style for the WSU Ski Team
- Interviewed team members several times and attended practices

Edward R. Murrow College of Communication

Oct. 2016 – Feb. 2017

Copywriter

- Wrote faculty and staff bios using AP style
- Interviewed faculty and additional relevant sources

Washington State Lightweight Women's Crew

Jan. 2014 – June 2015

Historian

- Wrote summaries and previews of regattas: http://www.cougarcrew.com/news_archive_1314.php
- Operated Facebook and YouTube page
- Took pictures and video of events
- Served as main contact for recruiting and external sources
- Organized fundraising duties
- Participated in officer meetings, making team decisions
- Served as a leader for questions and decisions regarding the team

Education

Washington State University

B.S., Communication

Specializing in Strategic Communication, Public Relations

Other Skills & Achievements

Aerotek Recruiter II MVP Award

Given to the recruiter who showed the greatest impact on the group, voted on by the recruiters

- "Took it upon herself to develop her partners inside and out of training by providing positive and constructive feedback."
- "Very positive attitude and was engaged throughout the entire training and asked thoughtful questions to challenge partners and added value to conversation when speaking."
- "Implemented new techniques and behaviors learned and saw results during live calling."

WSU Women's Rugby

2015 – 2017

Ranked 10th nationally (2016), Ranked 7th nationally (2017)

WSU Lightweight Women's Crew

2013 – 2015

Nationals' 3rd place (2014)