



Katie McEntire

Video Production & Content Marketing

My Contact

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Hard Skills

- Over 10 years of putting words on paper
- Adobe Premiere
- SEO Research & Writing
- Content planning & competitor research
- Wordpress
- Google Trends
- Scriptwriting
- YouTube, TikTok & social video production

Soft Skill

- Detail oriented
- Clear, quippy writing
- Question asker
- Audience building
- Dad jokes

Education Background

Austin Peay State University
Bachelors in English - Technical Writing
Completed in 2012

About Me

Product reviews, social video scripts, blog posts, email newsletter copy, I've done it all. I'm a content marketing writer with experience on the page and in video with a knack for a pithy phrase and before-deadline timing.

Professional Experience

Clearlink | SafeWise.com Video Lead
2021 – Present

Key responsibilities:

- Oversee video production for SafeWise's YouTube channel
- Ideate, schedule, and script future videos each month
- Interview SMEs, research topics of interest, build our audience on YouTube and social platforms
- Test, review, and film products for videos
- Work with partner brands on sponsored content

Clearlink | SafeWise.com Staff Writer
2019 – 2021

Key responsibilities:

- Deliver clean, on-time content for SafeWise.com
- Review products from partner brands in a fair, unbiased light
- Draft helpful, interesting articles around topics in safety, home security, and smart home
- Research SEO keywords and phrase to optimize existing articles

Overstock.com | Content Marketing Copywriter
2018-2019

Key responsibilities:

- Pitch original content focused on home trends and hosting ideas
- Craft over 30 inspirational articles ranging from 300 to 800 words for Overstock's [Tips and Ideas](#)
- Optimize pages using SEM Rush, SEO Clarity, and Google Analytics

Achievements

2022 – 2023 Raise subscribership to 11K

2021 – 2022 Boost YouTube channel subscribership by 73% YoY
Increase video views by 75% YoY