



KATE REARDON

WRITER | CREATIVE

WORK EXPERIENCE

Freelance Writer & Creative Strategist

VIDSIG | Aug 2020 - Present

- Performed total overhaul of organic social to bring new life to the brand.
- Owns content calendar for VIDSIG Instagram account.
- Collaborates with the CEO of the company on overall brand ideas.
- Makes regular contact with clients and cross-functional teams for several simultaneous projects.

Copywriter

Hero Digital | Oct 2018 - June 2020

- Created content such as emails, social, and landing pages for financial institutions like U.S. Bank and Green Dot.
- Collaborated with art directors to create a video for one of our tech clients that was unveiled on stage at RSA Conference 2020.
- Acted quickly to produce a downloadable eBook for a tech client at the beginning of the Covid-19 crisis.
- Launched a campaign from start to finish for a new credit card for one of our financial service clients.

Junior Copywriter

Etna Interactive | Sept 2017 - Oct 2018

- Maintained regular blogs for several clients at once.
- AB tested pay-per-click advertisements, constantly tweaking to achieve better results.
- Wrote landing pages and other digital content for plastic surgeons, medical spas, dermatologists, and optometrists around the world.

Copywriting Intern

Eleven Inc. | June 2016 - Sept 2017

- Generated organic social posts on Instagram, Facebook, and Twitter for a number of clients.
- Developed a television commercial for Dignity Health's Hello HumanKindness campaign that ran for months.

EDUCATIONAL HISTORY

California Polytechnic State University, SLO

BA English | Sept 2014 - June 2017

- Completed 4-year program 1 full year ahead of schedule.
- Tutored over 100 peers in my free time.
- Executed school slogan "Learn by doing" by getting an internship for what would have been my fourth year.
- Earned a spot on the Dean's List several quarters.


CONTACT ME AT

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SKILLS SUMMARY

Copywriting
Email Marketing
Conversion Rate Optimization
Product Marketing
Social Media Strategy
UX Writing
Photoshop / Design Basics
Editing
Advertising
Paid Media

RELEVANT COURSES

 Creative Writing

 Technical Writing

 Design 101

 UX Fundamentals

VOLUNTEER WORK

SLO Women's Shelter
Refuge for Domestic Violence
Survivors

Janet Pomeroy Center
Recreation Center for People of
All Abilities

Growing Grounds
Environmental Restoration
Facility