

KATIE MONFET (SHE/HER)

CURRICULUM VITAE

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Experienced digital marketing and communications professional adept at developing impactful strategies to enhance brand visibility and drive engagement. Skilled in website management, content creation, social media management, and copywriting, with a proven track record in the non-profit arts, higher education, and cybersecurity industries. Strong background in customer service, complemented by professional certifications, fluency in German, and a commitment to delivering effective marketing solutions.

CORE SKILLS

- Marketing Strategy Development
- Content Creation and Management
- Web and Social Media Management
- Customer Service / Administrative Support
- Technical Theatre Support
- Volunteer Coordination and Management
- Translation and Language Skills
- Academic Support and Tutoring

EMPLOYMENT HISTORY

Marketing and Communications Consultant (Contract) 2022-2024
Eastern Florida State College, Brevard County, FL

- Developed and executed comprehensive marketing and communication strategies to enhance the college's brand and engagement in the higher education industry.

Brand and Content Marketing Manager 2022-2023
Redjack, Silver Spring, MD

- Led brand and content marketing initiatives to drive brand awareness and customer engagement in the B2B SaaS cybersecurity industry.

Assistant Manager of Web and Social Media 2016-2022
Eastern Florida State College, Brevard County, FL

- Managed the college's web presence, social media platforms, and digital marketing efforts, increasing online engagement and visibility within the higher education sector.

Receptionist 2015-2015
Barnlight Electric Company, Titusville, FL

- Provided administrative support and customer service, ensuring efficient office operations.

Theatre Technician (Volunteer) 2014-2019
Titusville Playhouse, Titusville, FL

- Assisted in stage management and the technical aspects of theatrical productions, including lighting, sound, and costumes.

Translator (Freelance) 2011-2023
Gengo, Tokyo, Japan | Wayfair, Boston, MA

- Provided high-quality German to English translation services for various clients, ensuring accurate and culturally appropriate content.

Intern and Volunteer Manager / Production Assistant 2011-2014
Virginia Repertory Theatre, Richmond, VA

- Coordinated volunteers and supported production activities, enhancing operational efficiency and production quality within the non-profit performing arts industry.

English Teaching Assistant 2010-2011
 Realschule Flotwedel, Eicklingen, Germany

- Assisted in teaching English language courses, supporting student learning and cultural exchange.

Front Desk Staff 2010-2010
 Camp Lenox, Otis, MA

- Managed front desk operations and provided customer service to campers and staff.

Peer Tutor 2007-2010
 Norman M. Eberly Writing Center, Dickinson College, Carlisle, PA

- Provided writing assistance and academic support to students, helping them to enhance their writing skills and academic performance.

EDUCATION

Master of Arts (M.A.) in Communication 2019-2023
 University of Central Florida, Orlando, FL

- GPA: 4.0
- Applied Project: Building a Brand: A Strategy-Based Approach to Redesigning Redjack's Website

Corporate Communication Graduate Certificate 2019-2023
 University of Central Florida, Orlando, FL

- GPA: 4.0

Bachelor of Arts (B.A.) in English 2006-2010
 Dickinson College, Carlisle, PA

- Major GPA: 3.56
- Thesis: Not Just for the Novel: The Effects of Heteroglossia on Samuel Beckett's *Waiting for Godot*

Bachelor of Arts (B.A.) in German 2006-2010
 Dickinson College, Carlisle, PA

- Major GPA: 3.78
- Thesis: Christian Kracht's *I Will Be Here in Sunshine and in Shadow*: Swiss Identity and Its Relationship to the Mountains

GRANTS AND AWARDS

STARS Award 2020
 Eastern Florida State College, Brevard County, FL

Recruiter of the Month Award 2019
 Eastern Florida State College, Brevard County, FL

Tech Support Volunteer Award 2014-2015
 Titusville Playhouse, Titusville, FL

Fulbright ETA Grant 2010-2011
 Fulbright Commission, Berlin, Germany

DAAD Undergraduate Scholarship 2008-2009
 German Academic Exchange Service, New York, NY

CONFERENCE PRESENTATIONS

A Place for Everything and Everything in Its Place: Navigating the Dreaded Social Media Audit. 2019
HighEdWeb, Milwaukee, WI

CERTIFICATIONS

Google Analytics Certification Skillshop	2024-2025
Digital Marketing Certification HubSpot Academy	2024-2025
Social Media Marketing Certification HubSpot Academy	2024-2025
Content Marketing Certification HubSpot Academy	2024-2025
Search Engine Optimization Certification (I and II) HubSpot Academy	2024-2025
Email Marketing Certification HubSpot Academy	2024-2025
HubSpot Marketing Software Certification HubSpot Academy	2024-2025

FOREIGN LANGUAGES

- German (Fluent)
- Swedish (Intermediate)
- French (Intermediate)
- Spanish (Beginner)

INTERESTS

- Travel
- Musical Theatre
- Dogs
- Vegetarian Cooking
- Guitar

REFERENCES

Available on Request