

KATE COHEN

WRITER. CREATOR. COLLABORATOR.

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ABOUT ME

Writer and content creator with a passion for collaboration, brand loyalty, and creative problem solving.

SKILLS

- Blog writing
- Content Creation
- SEO/AEO/GEO Marketing
- Relationship Building
- Communications
- Copywriting
- Copy Editing
- Team Leadership
- Professional Development
- Creative Problem Solving
- Brand Loyalty and Ambassadorship
- Semrush, Google Analytics
- Travelclick, WordPress
- Canva, Google Suite, Microsoft Suite
- Powerpoint and Presentation Design
- Training Colleagues
- Team Engagement and Morale
- Published playwright

EDUCATION

Bachelor of Fine Arts (BFA)

Theatre

Michigan State University, 2011

Master of Fine Arts (MFA)

Theatre for Young Audiences

University of Central Florida, 2020

ACHIEVEMENTS

Order of Pegasus

University of Central Florida, 2020

Associate of the Month

Rosen Hotels & Resorts, 2024 & 2025

EXPERIENCE

CREATIVE BLOGGER

2024 - Present

Rosen Hotels & Resorts, Orlando FL

- Creates original content for 10 distinct company brands covering topics relevant to current and prospective hotel guests that are optimized for search engine results and AI summaries.
- Conducts research and analytic reports to assess success of campaigns and content for future growth, creating new objectives based on engagement and data.
- Initiates and coordinates interdepartmental collaboration in a corporate environment.
- Researched, designed, and initiated Pillar Pages for blogs with the objective of driving traffic to company websites.
- Creates and facilitates professional development presentations regarding SEO/GEO/AEO strategies and objectives.
- Represents a legacy hospitality brand with professionalism and integrity.
- Participates in multiple impact groups and social initiatives led by Human Resources department.
- On the committee for the Ripple Report, the monthly newsletter for Rosen Aquatic & Fitness Center.
- Partners with Social Media department to collaborate on internal team growth and external partnerships with Orlando businesses.

WRITER

(2022 - 2024)

Rokee & Co., Remote

- Created SEO-driven content, copy, website branding, and product descriptions with a focus on keyword optimization to improve organic search ranking and drive website traffic.
- Proofread and edited other writers' content to ensure consistency and quality of deliverables.
- Created customized content for multiple independent brands around the world using unique voices and writing styles.

MAGNET COORDINATOR, TEACHER

(2020 - 2023)

Orange County Public Schools, Orlando FL

- Managed, trained, organized, and collaborated with magnet arts team and staff on school-wide events, initiatives, and brand representation.
- Updated and maintained magnet program handbook outlining expectations for students, faculty, staff, parents, and administration.
- Performed administrative duties including applying for program funding, awards, and certifications while maintaining magnet status.
- Utilized data to inform curriculum adjustments and changes.
- Coordinated and facilitated professional development opportunities for students and staff.