

KATE COHEN

WRITER. CREATOR. MARKETER.

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ABOUT ME

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

SKILLS

- Blog writing
- SEO/AEO/GEO Strategy
- Digital Marketing
- Copywriting
- Copy Editing
- Google Analytics, Semrush
- Canva
- AP Style
- Email Marketing
- Team Leadership
- Professional Development
- Creative Problem Solving
- Brand Loyalty and Ambassadorship
- Travelclick, WordPress
- Google Suite, Microsoft Suite
- Powerpoint and Presentation Design
- Orlando Tourism and Hospitality
- Team Engagement and Morale

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

Digital Marketing Sciences Cert.

Theatre for Young Audiences
University of South Florida, ant. Aug 2026

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 and associates 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 and initiatives 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 organic 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.
- On the committee for the Ripple Report, the monthly email marketing newsletter for Rosen Aquatic & Fitness Center.
- Partners with Social Media department to collaborate on internal team growth and external partnerships with Orlando businesses.
- Stays up to date with Orlando tourism and hospitality trends, updates, initiatives, and events.

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.