

CONTENT MARKETER

Hello, I Am



Kaylie Pickett



EXPERIENCE

Senior Content Manager

Smaac Digital Marketing | 2017 - 2021

- Strategized digital content including blogs, newsletters, video, email, social media, and event marketing
- Spearheaded client consultations, discovery interviews, and content audits to craft new, exciting brand stories
- Published high-impact marketing materials and web copy for 16 different companies across 11 diverse B2B/B2C industries

Email Marketing Specialist

Freelance | 2015 - Ongoing

- Authored and designed HTML marketing emails & newsletters for SaaS clients
- Collaborated with automation & analytics, lead-generation teams, and web designers to mature existing brand-consumer relationships

SUCCESSES

**Email Open Rates**

Outperforming industry averages up to 51.7%

**Clickthrough Rates**

Surpassing B2B averages up to 31.6%

**Dorliss Gott Armentrout Award**

Winner for 2016 best short-story fiction

CONTACT



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EXPERIENCE

Publication and Social Media Director

Brick Street poetry | 2017 - 2021

- Coordinated state-commissioned publication, "Mapping the Muse: A Bicentennial Look at Indiana Poetry"
- Exceeded fundraising goals and volunteer participation from all 92 Indiana counties

Social Media Content Writer

Kellogg Writer's Series | 2014 - 2016

- Literary community events promotion via social media
- Organized travel accommodations for author/poet Jeffrey Condran, Todd David, Michael Martone, Karen Gettert Shoemaker, and Katie Coyle

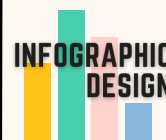
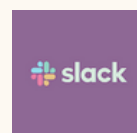
TOOLBOX



mailchimp



WordPress



asana



HubSpot



Buzzsumo



HTML email



monday.com

REFERENCES

Available upon Request

EDUCATION

MFA Creative Nonfiction CandidateUniversity of San Francisco 2016 -
Leave of Absence**Bachelor of Political Science**

University of Indianapolis 2016