

Catherine W. Kessler

cwkessler@gmail.com | 828.335.9926 | Asheville, N.C.

Writing Portfolio: www.catkessler.com (password: purpleink27)

SUMMARY

Writer, editor, and B2B content marketing strategist with 12+ years of storytelling experience. Adept at creating actionable content, building data-driven content strategy, and balancing the dynamic demands (and deadlines) of complex projects.

Writing Samples:

- [Visit Lake Charles Uses Smart Data to Fuel Smarter Marketing | Zartico blog](#)
- [Eliminating Hotspot Anomalies to Improve Geolocation Data Reliability | Zartico white paper](#)
- [Red Light, Green Light: Calculating Confidence in Your Data | Zartico blog](#)
- [Webinar recap: The State of PR Salaries 2022 | Muck Rack blog](#)
- [Why it's important for employees to feel like they belong—and how to make it happen | HiBob blog](#)
- [The great Oxford comma debate | Muck Rack blog](#)
- Read more at www.catkessler.com (password: purpleink27)

EXPERIENCE

Zartico, Salt Lake City, Utah (remote)

Content Director

Apr 2024 – Feb 2025

Content Marketing Manager

Jan 2023 – Apr 2024

- Developed compelling blog posts, website copy, press releases, and case studies by drawing on client stories and SME interviews; grew organic traffic to the Zartico blog by 88% over two years
- Launched a monthly customer email newsletter aggregating product news, community updates, and case studies; 27% average open rate
- Coordinated product update and launch communications for clients and prospects, including content for email, social media, in-product alerts, knowledge base, sales enablement materials, and high-engagement webinars that saw >50% attendance rates
- Collaborated with a global trade association to develop rich case studies in support of their policy brief
- Created promotional content and program materials for the Zarticon annual user conference; launched, managed, and presented the inaugural Data Hero Awards to recognize client excellence

Freelance Content Writer

Jan 2020 – Dec 2022

- Crafted engaging editorial content, with a focus on blog articles, white papers, thought leadership, website copywriting, and repurposing content from podcasts and webinars
- Wrote and organized B2B SaaS content for non-technical readers in:
 - tech startups
 - customer loyalty
 - financial services
 - human resources
 - public relations
 - healthcare
- Applied SEO best practices to consumer-focused content to build authority and drive action for tourism destinations and dental practices
- Developed editorial plans based on industry marketing trends, analysis of key metrics, and SEO needs

Explore Asheville, Convention & Visitors Bureau, Asheville, N.C.

Director of Content

Jun 2016 – Dec 2019

- Led content marketing strategy for online channels — including ExploreAsheville.com (4.5 million+ annual visits), Facebook, Twitter, Instagram, Google travel products, and an email newsletter list of 120k+ subscribers — to connect potential travelers with local tourism businesses
- Built and managed a network of 30+ local freelance writers to create authentic Asheville stories for the web, identifying new contractors, assigning stories via creative briefs, and providing editorial oversight
- Led the project management and creation of new web features, including the WelcometoAVL.com mobile portal, to imagine new solutions to destination issues

- Supervised new in-house Content Specialist position — setting objectives, delegating tasks, creating a shared editorial calendar, and identifying opportunities for improvement and new efficiencies
- **Honors:** 2016 HSMAI Adrian Award winner for Fall Color Report email newsletter series

Online Content Manager

Nov 2013 – Jun 2016

- Managed destination brand presence on social media platforms; Developed, curated, and optimized content for ExploreAsheville.com, monthly email newsletters, and paid digital marketing channels
- Planned, coordinated, and created scripts for destination videos, working closely with video production vendor; directed destination photo shoots and led visual asset acquisition efforts

Marketing & Public Relations Coordinator

Oct 2010 – Oct 2013

- Worked closely with the Senior Communications Manager to disseminate targeted media pitches, write press releases, correspond with key media contacts, and coordinate details for visiting media
- Organized media trips to core markets for broadcast appearances and to foster future coverage
- Provided inquiring and visiting media with relevant destination information

SKILLS

Adobe InDesign, Illustrator, Photoshop; Microsoft Office Suite; Google Workspace; AP Style; Copy editing and proofreading; Basic HTML & web development, SEO, Google Analytics; Project and content tools: Asana, Canva, HubSpot, Slack, Trello, Wistia, WordPress

**COMMUNITY
INVOLVEMENT**

Board of Directors, Youth Mission Co. (2019-2025; chair 2022-2025); Simpleview CMS User Group (2019)

EDUCATION

University of North Carolina, Chapel Hill, N.C.

B.A. Journalism & Mass Communication

Concentration: Visual Communications/Graphics; Minor: French

Honors: Phi Beta Kappa, Kappa Tau Alpha journalism honor society

New York University, New York, N.Y.

Certificate, Summer Publishing Institute