



Kate Mills

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Portfolio:

[katemillswriting.com](http://katemillswriting.com)

## Work Experience

### Rock Content

2018 – 2020

#### Editorial Content Strategist

- Conceptualized, wrote, and edited copy for blog posts, eBooks, white papers, social media content, website pages, and more.
- Developed and maintained an editorial calendar for four products.
- Created and defined our case study process, conducting interviews with clients and writing case studies for publication on our site.
- Led daily stand-up meetings for the marketing team, facilitating the use of our Trello board.
- Created copy for email campaigns and launched corresponding programs in Pardot, Marketo, and HubSpot.
- Scripted, produced, and promoted monthly webinars.

### RECO Intensive

2016 – 2018

#### Analytics Specialist

- Led and completed website re-launch, developing all content, overseeing design, proofreading, and facilitating deadlines.
- Developed brand-new marketing materials, creating content for and overseeing design and printing of: brochures, rack cards, informational flyers, welcome letters, folders, and business cards.
- Curated and managed all social media platforms.
- Wrote and optimized twice-weekly blog posts.
- Earned Employee of the Month status within the first 60 days of employment.

### Recess Creative

2015 – 2018

#### Freelance Copywriter

- Conceptualized, wrote, and edited advertising copy for online content, marketing campaigns, and case studies.
- Clients include: Cleveland Hopkins International Airport, Arnold Palmer Foundation, KeyBank, and PNC Bank.

### PR Newswire

2014 – 2015

#### Customer Content Specialist

- Edited press releases for clients, making corrections in formatting, grammar, and AP style usage, maintaining status as the most productive editor in the Cleveland office.

### Youngstown State University

#### Bachelor of Arts in Journalism

- Minor in Professional Writing and Editing
- Dean's List each semester
- Journalism Senior Project of the Year

## Education

## Skills

- Microsoft Office Suite and Outlook
- Adobe InDesign
- Mac programs
- Trello, Basecamp, and Hootsuite
- WordPress
- GoToWebinar
- Creative copywriting
- Copyediting
- Proposal and grant writing
- Fluent in French