

Kate Williams

Marketer, Editor, & Creative

experience

Associate

TogoRun // GMJ Global March 2022-Present, San Jose CA/Remote

- Draft client materials including press releases, media lists, investor research, newsletters, social posts, etc.
- Participate in client calls and contribute to company brainstorms and campaign creation
- Track media coverage and analyze industry trends to better engage on social channels

Marketing Consultant // UX Writer

UICO, LLC Dec 2019 - Present, Chicago IL/Remote

- Create and send weekly/monthly email campaigns
- Produce brand graphics through Photoshop and Canva
- Continuously update the company's website to current market standards along with creating new content and a more user-friendly format

Corporate Communications Intern

Aruba Networks, an HPE company May 2019 - Dec 2019, Santa Clara CA

- Assisted with managing social media for Aruba blog site, including Twitter, Facebook, and Instagram
- Wrote and published three different blog series, two of which were on Aruba's website and the other in an online vertical publication focused on education
- Tracked coverage detailing the company and its products

education

Master of Arts in International Public Relations & Global Communications

Cardiff University
Completed with Merit in February 2022

Bachelor of Arts in Multimedia Journalism

Focus in Integrated Journalism

Loyola University Chicago
Graduated Cum Laude May 2020

An enthusiastic,
knowledgeable marketer
looking to be a key
contributor to an
innovative team.

contact

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skills & expertise

- Content creation (blogs, newsletters, articles, social media content, etc.)
- Coverage tracking, customer and industry interviews
- Broad experience with MS Office, Keynote, Adobe Creative Cloud, and Salesforce
- Team leadership skills and active community involvement
- Extensive knowledge of WordPress and Wix web design programs

references

Tersa Harper

Sales Director

UICO, LLC

Email: tharper@uico.com

Sarah Goodwin

Communications Manager

Aruba Networks, an HPE Company

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