

KATHERINE WILLIS

DIGITAL MARKETING SPECIALIST

PROFESSIONAL SUMMARY

Multi-talented Digital Marketing Specialist with 22 years of experience, executing successful marketing strategies with a results-driven approach and dedication to achieve remarkable results. Capable of leading routine operations and special projects using a holistic combination of social media, content creation, website management, email marketing and design, SEO, and social media advertising that drive revenue growth

CONTACT

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WORK HISTORY

DIGITAL MARKETING SPECIALIST

FREELANCE

AUSTIN, TX · 2009 - CURRENT

- **Improve click-through rates, conversion and revenue KPIs with a data-driven approach**
- Build, implement and update effective SEO strategies
- Track and report on marketing campaign performance for optimization of current and future campaigns and initiatives
- Boost brand awareness and loyalty by establishing strong web and social media presence
- Manage numerous social media campaigns by creating and deploying content, engaging with target audiences and boosting reach with strategic ad placements
- Design SEO optimized responsive web sites on various platforms (WordPress, Shopify, etc.)
- Create email campaigns for ongoing monthly newsletters and one-off special events
- Contract with a variety of industries including personal development, entertainment, non-profit, medical, and apparel

MARKETING MANAGER

NORTHSTAR VENTURES, INC.

AUSTIN, TEXAS · 2007 - 2009

- Collaborated with executive team during business development decision-making on marketing strategy and communications planning in order to optimize profitability
- Maximized advertising efforts by creating content for a **growing list of 60,000+ organic email subscribers** using Infusionsoft CRM. Created drip lead magnet campaigns and event campaigns with a successful sales funnel
- Designed and implemented an online membership program including backend membership management database, front end visual design, and flow
- Managed team of 5 client support members from training and overseeing client consistency

OWNER, SEO + WEB DEVELOPER

FORTE WEB SERVICES

AUSTIN, TX · 1998 - 2006

- **Featured nationally in Inc. magazine as a recognized leader in SEO.** Contributed to the publication as a digital marketing expert
- Crafted and implemented SEO strategy and design interface for business web sites to achieve prominent rankings across top browser platforms, including Google
- Serviced 300+ clients: from home-based to Fortune 500

SKILLS

- Data Analysis
- Strategic Planning
- SEO
- Google Analytics
- Social Media Content
- Social Media Ad Campaigns
- Email Marketing
- Graphic Design - Adobe Photoshop
- Web Site Design + Development
- WordPress
- CRM

EDUCATION

BA: THEATER/FILM, ACTING

EMPHASIS

Brigham Young University | Provo, UT

CERTIFICATION: ADVANCED

SEO SPECIALIST

Academy of Web Specialists