



# KAITLIN WILLOW

WRITER | EDITOR | NOVELIST

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## CONTACT

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 @kaitlinwillow

 @kaitlinwillow

## ABOUT ME

I'm a content creator by day and (aspiring) novelist by night. Whether it's strategy developing, blogging, copy editing, or something more long form, words are my biggest passion.

## WORK EXPERIENCE

### CONTENT & SEO ANALYST/COMMUNITY MANAGER

DERMSTORE | MAR 2017-PRESENT

- Developed blog content strategy and calendar to increase organic blog sessions by 400% in 1 year
- Recruited, trained, and managed freelance writers for more than 200 articles (edited and posted each article on the site)
- Monitor skin care and beauty trends to take part in current conversations
- Write copy for marketing emails, beauty box inserts, postcards, landing pages, sale communications
- Launched Dermstore on Reddit and developed a social engagement strategy across all channels
- Curate and optimize community/UGC (user generated content) experiences on Dermstore's website
- Use SEO and engagement data to refine content strategy

### FREELANCE COPYWRITER

GOBANKINGRATES | MAR 2017 -NOV 2017

- Wrote SEO-driven personal finance articles on an as-needed basis

### CONTENT SPECIALIST/COPYWRITER

NOMAD (FORMERLY OMNI ONLINE) | DEC 2014-MAR 2017

- Developed content strategy for 30+ clients
- Wrote copy for websites, blogs, emails, social media, and online ads for clients in every industry imaginable
- Contributed to SEO strategy/growth for each client

### EDITORIAL INTERN

ENCORE MAGAZINE | JAN 2012-MAY 2012

- Pitched and wrote 1-3 articles for print and/or online per week
- Interviewed sources via email, phone, or in-person meetings
- Copyedited 15+ articles per week

## EDUCATION

### BA IN ENGLISH, WITH HONORS | BFA IN CREATIVE WRITING

UNIVERSITY OF NORTH CAROLINA WILMINGTON

AUG 2009-MAY 2013 | 3.4 GPA

CERTIFICATE IN PUBLISHING

LEADERSHIP EXCELLENCE AWARD

CHANCELLOR'S ACHIEVEMENT AWARD

## ADDITIONAL LEADERSHIP EXPERIENCE

### SHIFT SUPERVISOR

STARBUCKS COFFEE

JUNE 2013-NOV 2014

### PRESIDENT, SIGMA TAU DELTA ENGLISH HONOR SOCIETY

UNIVERSITY OF NORTH CAROLINA WILMINGTON

MAY 2011-MAY 2013

### PROJECT MANAGER, THE PUBLISHING LABORATORY

UNCW CREATIVE WRITING DEPARTMENT

JAN 2013-MAY 2013