



CATHERINE "KATIE" MARINELLO

DIGITAL MARKETING STRATEGIST



Profile

Digital marketing expert with over eight years' strategic experience and a passion for storytelling.

I grew up with the internet and quickly appreciated its commercial value. A lifelong learner, I continue to hone my expertise to assist nonprofits, small businesses, artists, and others on harnessing the power of digital media to tell their brand stories.

Specialties

- Digital Strategy
- Brand Messaging
- Social Media Content Creation (Instagram, Facebook, Twitter, LinkedIn, YouTube, TikTok, and more)
- Social Media Marketing/Content Marketing
- Email Marketing
- Paid Social Campaigns
- Media and Digital Audits
- Training Webinars
- Competitive Analysis
- Communication, Editing, and Copywriting

Contact Me

- Westminster, MD**
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Work Experience

Digital Marketing Strategist

KT World Communications LLC (Founder) 2018-present

Westminster Communications (Co-founder) 2020-present

Description

- Work with Client to determine the passion and "story" behind their brand
- Craft content marketing strategy across platforms suited to the goals and mission of the Client. Strategy could include social media (photos; videos/Reels; curated content; graphics), website updates, email campaigns, print media, graphic design, and more
- Ongoing tracking of analytics across platforms; adjustment of strategy as necessary

Key Accomplishments

- Consistently grow Clients' **Social Media Followers & Engagement, Email Open Rates, and Web Traffic**
- Execute Calls to Action, including attracting over 1,000 attendees to **ClassACT Forum Series**; over 600 views at online **JusticeAid Concerts**, selling out 4 out of 5 of **Robert Bowie Jr.'s** FringeNYC performances; and more.
- Promote marketing services and **grow agencies** to an average of 10 concurrent clients.
- **Manage, mentor, and coach** a team of up to 5 subcontractors; track projects and integrate tasks to deliver high-quality product to Client

Select Clients

NonProfit

- JusticeAid
- ClassACTHR73
- Gilda's Club (past)

Religious Organizations

- St. Paul's United Church of Christ
- St. Mary's United Church of Christ
- Catoctin Association (past)

Artists

- Robert Bowie Jr, Playwright
- The Tales of Tickety Boo (past)
- John Alban Coughlan (past)
- Stella Productions (past)

Other

- ABC Care
- Trinity Wellness Maryland
- Eastern Watersports
- GoldbearMedia
- Wall Street Democrat (past)

Competitive Intelligence Analyst

TakeOn Communications	2020-2022
Finsbury	2016-2021
BioNews	2018-2019
Medical Dynamics	2016-2017

Description

- Monitor coverage of client, competitors, and relevant industries to identify industry trends
- Compile reports with analysis for clients, alerting them to key information
- Perform deep-dive analysis of coverage over longer periods of time

Key Accomplishment

- Created Medical Dynamics' Research Department, developing procedures and training new media associates in the norms of the position and needs of the client.

Select Clients

Citigroup; Toyota; PerkinElmer Genomics; AbbVie; Takeda; Burt's Bees

Education

Carroll Community College

Digital & Social Media
(Certificate)

Relay Graduate School of Education

English Education
(Master's)

New York University

Publishing (Certificate)

Trinity College

English (BA)
Concentration in
Creative Writing

Programs & Skills

Advanced/Expert

Canva; Hootsuite; Buffer;
Cloud Campaign; Planable;
Meta Business Suite (Facebook
Advertising/Instagram
Advertising); Twitter Ads;
LinkedIn Ads; Mailchimp;
Google Analytics; Squarespace;
Google Docs/Google Drive;

Beginner/Intermediate

Adobe Creative Suite
(Photoshop, Acrobat);
Wordpress

Work Experience, continued

Account Executive (Public Relations)

Medical Dynamics 2016-2017

Description

- Spearheading exceptional client and account management for healthcare and pharmaceutical accounts; craft objectives, strategy, and tactics for disease state awareness campaigns
- Coordinate media events, including celebrity media days
- Devise scientific communications platforms to elevate brands

Key Accomplishments

- Assisted in creation and launch of the Me in Endo campaign (now called Speak Endo)
- Over 300 media placements for above campaign

Select Clients

AbbVie; Burt's Bees

ECommerce, Retail Management, Special Events

American Girl 2017-2019
Aramark 2015-2016

Description

- Maintained ecommerce website for Brooklyn Cyclones Team Store: stage, take and edit product photos; overhaul inventory listings and write product descriptions.
- Assisted with purchasing and design of products
- Managed a team of stylists and associates at American Girl Doll and Girl Salon; created schedules and appointments and creating magical experiences for customers.

Key Accomplishments

- Designed and executed the store's first-ever social media promotions
- 86% increase in ecommerce revenue in 2015 over previous year
- Worked in various Team Stores during 2015 World Series at Citi Field
- 2015 Supervisor of the Year

Reporter and Editor

Watching America 2012-2014
Patch.com 2010-2012

Key Accomplishments

- Reported over **70 articles** for Patch.com in several communities, including
 - Celebrity interview with Real Housewives of New Jersey star Kathy Wakile
 - Investigative report on local park
 - Series on library career services series
- Edited and proofread over 200 news articles from international news organizations for Watching America

Educator

NYC Department of Education 2012-2015
Citizen Schools 2011-2012

Description

- Worked in several New York City public schools teaching STEM curriculum and English.
- Supervised students in collaborative and individual projects in many areas, including writing for social justice, analyzing and producing fiction and nonfiction, literary and poetic analysis, and personal narrative.

Key Accomplishments

- 94% of students achieved a "met promotional criteria" rating on the New York State ELA test.

