

# KATHRYN WEISS

• storytelling enthusiast •

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## ABOUT ME

An exceptional content-creating professional, copywriter, and caffeine connoisseur.

## EDUCATION

2012 - 2016 • University of Nevada, Reno  
BA Print & Visual Journalism  
Minor in Cultural Anthropology

## EXPERIENCE

**04/2022 - bread & Butter**

**Current** Copywriter

- Lead in all copywriting projects & oversee all copy editing prior to publication for 30+ clients
- Work alongside social media management, community management, reporting, digital marketing, and PR teams to align strategies for optimal performance across campaigns
- Spearhead voice and tone for brands, both new and existing, tailoring to goals & personality
- Manage all outgoing copy written across teams
- Notable clients include: Four Seasons, Mosaic Hotel Group, The Absinthe Group, Virgin Hotels, Aphotic Restaurants, Bodega SF, Piccalilli, Ocean Prime, and Punch Bowl Social

**10/2019 - Canyon Country LA**

**05/2023** Social Media Editor & Copywriter

- Lead in all copywriting projects & oversee all copy editing prior to publication
- Conduct daily, weekly, and monthly reporting on social media accounts for 10+ clients with 40k+ followers each
- Oversee community management & social media audience growth strategies
- Create Facebook & Instagram ad campaigns & boosted posts
- Notable clients include: Logitech, Thirteen Lune, Skin Authority, The Sunset Strip, Visit West Hollywood, Fred Segal, Innovative Dining Group, Bliss

**11/2018 - Muse Group**

**10/2019** Social Media Manager & Content Editor

- Create & manage social media content strategy for up to 17 clients in the food & beverage industries in Reno, Tahoe & Seattle
- Direct and produce branded photography for food & beverage clients for social media, PR & advertising purposes
- Review and edit all outgoing press releases to fit within AP Style guidelines
- Management of one assistant and multiple interns
- Write relevant, interesting, SEO-optimized blogs and web copywriting
- Keyword research (Google Keyword Planner) to produce web and social content & relevant campaigns
- Oversee social and web analytics and create weekly, monthly, quarterly, and annual reports

## SKILLS

AP Style	<div></div>	DSLR Photography	<div></div>
Google Analytics	<div></div>	Social Media	<div></div>
Team Management	<div></div>	Taste in Restaurants	<div></div>
Copywriting	<div></div>	Taste in Coffee	<div></div>