

KATHRYN WEISS

• storytelling enthusiast •

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ABOUT ME

An extremely hireable content-creating professional specializing in travel and food & beverage industries.

EDUCATION

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

EXPERIENCE

2018 - Present **Muse Group**

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 execute branded photography for food & beverage clients for social media & advertising purposes.
- Management of one assistant and multiple interns.
- Write relevant, interesting, SEO-optimized blogs and web copywriting.
- Attend and assist with client and internal events.
- Oversee social and web analytics and create weekly, monthly, quarterly, and annual reports.

2017-2018 **Rhinohub Digital**

Digital Content Manager

- Created, implemented, and reported social media and digital strategies for 11+ clients from various industries.
- Wrote relevant, SEO-optimized, and interesting weekly blog posts for clients.
- Copywriting for websites in various industries.
- Curated content for successful newsletter and email campaigns using MailChimp and Constant Contact.
- Utilized SEO practices throughout all social, web, and newsletter content.
- Editor for all outgoing digital and print marketing materials prior to print and/or publication.

2016 - Present **Freelance Writer**

- Pitching & writing interesting, well-researched short- and long-form articles for online and print publications. (Portfolio online)

SKILLS

AP Style



DSLR Photography



Adobe CC



WordPress



Management



Social Media

