

Kati Lynn Davis

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Highly creative and detail-oriented professional with over five years of experience in copywriting and digital marketing. Currently seeking opportunities for career growth in the marketing and communications industry.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING COORDINATOR

Avon Grove Library, West Grove, Pennsylvania (*October 2016 — Present*)

Manages library's social media strategy and creates content for Facebook, Instagram, and TikTok. Designs, edits, and proofreads press releases, flyers, and other print materials to promote library materials and services. Writes content for library website, blog, email campaigns, newsletter, and fundraising appeals.

KEY ACCOMPLISHMENTS

- Manages Giving Tuesday email and social media campaigns
 - Increased 2021 donations by over 100%
- Pioneered virtual storytime and summer reading programs during the COVID-19 pandemic
- Identified improvement areas and conducted an extensive overhaul of website to improve design and layout, update content, and enhance user experience
- Increased following and engagement on all social media channels

SOCIAL MEDIA MANAGER

Write from the Heart, Pittsburgh, Pennsylvania (*March 2020 — Present*)

- Develops, implements, and monitors Write from the Heart's social media strategy
- Increases brand awareness and promotes company products and services
- Creates, edits, publishes, and shares content for Facebook and Instagram

EDITORIAL INTERN

Crown & Covenant Publications, Pittsburgh, Pennsylvania (*May 2016 — August 2016*)

- Wrote, copy edited, and proofread magazine articles
- Designed and revised promotional materials
- Conducted and transcribed interviews for publication

EDUCATION

B.A. in English Writing with Certificates in Digital Media and Children's Literature

University of Pittsburgh (Pittsburgh, PA)

Graduated Magna Cum Laude, August 2016

SKILLS

Writing and Blogging - Google & Microsoft Suite - Graphic Design - Email Marketing - Web Design - Interpersonal Communication - Social Media Strategy - Editing and Proofreading - Public Relations

REFERENCES

Lisa Sweet, *Interim Library Director*

Avon Grove Library

lsweet@ccls.org

Veldorah Rice, *Owner and Director*

Write from the Heart

vrice@writefromtheheart.org

Lynne Gordon, *Editor*

Crown & Covenant Publications

lynne@crowncovenant.com