

# KAT COX

WRITER



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📍 1621 E 6th St, A 302  
Austin, Texas 78702

## MAJOR SKILLS

Marketing Strategy - Business Development - Writing - Copywriting  
Messaging - Content Marketing - Editing - Communications  
Blogs - Articles - Case Studies - White Papers - Emails  
Branding - Creative Problem Solving - Analytical Thinking  
Top Content Producer - Exceeds Deadline Expectations  
MS Office - Adobe Acrobat - WordPress CMS - SEO Best Practices  
Keyword Research - AP Style - Cross Cultural Communications  
Excellent Listener - Great at Leaving My Ego at the Door

## BIGGEST CAREER WINS

- Grew business 212% through new clients at LuckyTamm Digital Marketing | 2018-2019
- Wrote over 100 pieces of SEM/SEO landing page copy, email copy, and ad copy for WP Engine as part of \$132 million annual revenue campaign | 2017-Now
- Generated pipeline of over \$1.4 million for Paladin Group | 2018
- Developed successful product launch PR strategy for health care, tech, and self-improvement firms | 2017-Now
- Wrote SEO copy for new websites for more than 10 local businesses in ABQ and ATX | 2018-Now
- Increased annual earned media from <\$1 mil to over \$2 mil at Lovelace Health System | 2014-2016
- Generated over \$400K in charitable donations via new digital pledges for United Way at Lovelace Health System | 2015-2016
- Spearheaded initiative to ensure over 500 employees had internal email accounts at The Kemtah Group | 2013
- Generated 50% increase in ticket sales through special events at the Cumbres & Toltec Scenic Railroad | 2012
- Decreased delays by 75% via new approval and distribution system to newsletter at Ultramain Systems | 2010
- Wrote brochures as product spec for software team at Ultramain Systems | 2011

## THE FUN STUFF IN MY FREE TIME

Poet & Event Coordinator | [The Austin Poetry Brothel](#) | 2020-Present  
Alternate Member | [Austin Pedestrian Advisory Council](#) | 2018-Now  
Actor | [Dinner Detective Murder Mystery Dinner Theater](#) | 2017-Now  
Community Coordinator | [World Adult Kickball Assoc.](#) | 2013-2017  
Communications Council | [Roadrunner Food Bank](#) | 2012-2017  
Volunteer Fosterer | [House Rabbit Society of New Mexico](#) | 2009-2012  
Language Lover | [French \(fluent\), Spanish, Italian, Mandarin](#) | 1996-Now  
Karaoke Singer | [Mostly Whitney Houston](#) | 2007-Now  
Fiction Writer | [I Have a Book on Amazon](#) | Forever

## CAREER SUMMARY

### FREELANCE WRITER & MARKETING CONSULTANT

[Kat Cox, LLC](#) | 2007 - Now

- Write and edit marketing content, web copy, ad copy, emails, and whatever else needs wordsmithing.
- Provide marketing and communications strategy and business development support.

### NOTABLE CLIENTS

[Tech](#) | WP Engine, Conga, Paladin Group, trueCable  
[Travel](#) | Worldwide Golf Adventures  
[Health](#) | 120 Acupuncture Clinic, Pioneer Health  
[Fashion](#) | Bruce & Olive  
[Digital Marketing](#) | LuckyTamm, Left Hand Design

### VICE PRESIDENT, BUSINESS DEVELOPMENT

[LuckyTamm Digital Marketing](#) | 2016 - Now

- Provide marketing and communications strategy and business development support.
- Write and edit marketing content, including blogs, white papers, case studies, customer stories, social media, and more for a variety of hand-picked clients.

### IN-HOUSE COMMUNICATIONS EXPERIENCE

[Lovelace Health System](#) | Manager | 2015 - 2017  
[ClosedWon](#) | Director | 2014 - 2015

### IN-HOUSE MARKETING EXPERIENCE

[The Kemtah Group](#) | Specialist | 2013 - 2014  
[Cumbres & Toltec Scenic Railroad](#) | Manager | 2012  
[Ultramain Systems](#) | Manager | 2009 - 2012  
[EVS Broadcast Equipment](#) | Assistant | 2007 - 2009

## ACADEMIC BACKGROUND

GEORGETOWN UNIVERSITY, WASHINGTON, DC  
[Bachelor of Arts in Linguistics](#) | 2000-2004

THE NEW SCHOOL UNIVERSITY, NEW YORK, NY  
[Master of Fine Arts, Creative Writing](#) | 2006-2008