

KAT COX

WRITER



☎ 505.710.0719

✉ kat@katcox.com

🌐 www.katcox.com

📍 2100 S L Davis Ave
Austin, Texas 78702

CAREER SUMMARY

FINANCIAL WRITER

PIMCO | 2020-Now

- Write and edit short-form marketing content including social media posts, blurbs, emails, titles, scripts, newsletters, and brochures for internal and external clients.
- Provide support to HR, recruiting, and community service departments through volunteering and fundraising.

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, Practical Assurance
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 | 2016-2020

- 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

PIMCO | Financial Writer | 2020-Now
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, Linguistics | 2000-2004

THE NEW SCHOOL UNIVERSITY, NEW YORK, NY
Master of Fine Arts, Creative Writing | 2006-2008

MAJOR SKILLS

Marketing Strategy - Business Development - Writing - Copywriting
Messaging - Content Marketing - Editing - Communications
Blogs - Articles - Case Studies - White Papers - Emails
Branding - SEO - Facebook & Instagram Advertising - Google Adwords
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
Top Content Producer - Exceeds Deadline Expectations
Finance - Healthcare - Travel - Fashion - Tech - Retail

BIGGEST CAREER WINS

- Wrote over 100 pieces of financial marketing copy in first six months at PIMCO while learning business and products | 2020
- 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 | 2017-2020
- 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 | 2017-2020
- Wrote SEO copy for new websites for more than 10 local businesses in ABQ and ATX | 2018-2020
- 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 | Poetry Society of New York | 2020-Now
Volunteer & Belly Scratcher | Central Texas Pig Rescue | 2020-Now
Full 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
Runner | Hash House Harriers + Roads & Trails | 2010-Now
Karaoke Singer | Mostly Whitney Houston | 2007-Now
Language Lover | French (fluent), Spanish, Italian, Mandarin | 1996-Now
Fiction Writer | I Have a Book on Amazon | Forever