

# KAT COX

WRITER



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## CAREER SUMMARY

### DIGITAL MARKETING COPYWRITER

Nav, Inc | 2022 - NOW

- Writing and editing marketing content, including financial blogs, social media copy, advertising copy, internal and external communications.
- Launch and host small business tips podcast.
- Participate in recruiting and internal retention activities.

### FINANCIAL WRITER

PIMCO | 2020-2022

- Wrote and edited marketing content including social media posts, blurbs, emails, titles, scripts, newsletters, and brochures for internal and external clients.
- Provided support to HR, recruiting, and community service departments through writing, volunteering and fundraising.

### FREELANCE WRITER & MARKETING CONSULTANT

Kat Cox, LLC | 2007 - NOW

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

#### NOTABLE CLIENTS AND INDUSTRIES

Tech | WP Engine, Conga, Practical Assurance, Tangible Intelligence  
Health | 120 Acupuncture Clinic, Pioneer Health  
Digital Marketing | LuckyTamm, Left Hand Design

## OTHER EXPERIENCE

### IN-HOUSE COMMUNICATIONS

Lovelace Health System | Manager | 2015-2017

ClosedWon | Director | 2014-2015

### IN-HOUSE MARKETING

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

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

GEORGETOWN UNIVERSITY, WASHINGTON, DC  
Bachelor of Arts, Linguistics | 2000-2004

## MAJOR SKILLS

Marketing Strategy - Business Development - Writing - Copywriting  
Messaging - Content Marketing - Editing - Communications - PR  
Logs - Articles - Case Studies - White Papers - Emails  
Branding - SEO - Social Media - B2B - B2C  
MS Office - Adobe Acrobat - WordPress  
Keyword Research - AP Style - Cross Cultural Communication  
Excellent Listener - Great at Leaving My Ego at the Door  
Top Content Producer - Exceeds Deadline Expectations  
Finance - Healthcare - Travel - Fashion - Technology - 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, email, and ad copy for WP Engine as part of \$132M annual revenue campaign | 2017-2020
- Generated pipeline of over \$1.4M for Paladin Group | 2018
- Wrote SEO copy for new websites for 10+ local businesses | 2018-2022
- Increased annual earned media from <\$1M to \$2M+ at Lovelace Health System | 2014-2016
- Generated over \$400K in charitable donations via new digital pledges for United Way at Lovelace Health System | 2014-2016
- 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 | 2012

## THE FUN STUFF IN MY FREE TIME

Member | PIMCO Acts Council | 2021-2022  
Member, Chair (2021) | Austin Pedestrian Advisory Council | 2018-Now  
Poet & Event Coordinator | Poetry Society of New York | 2020-Now  
Volunteer & Belly Scratcher | Central Texas Pig Rescue | 2020-Now  
Actor | Dinner Detective Murder Mystery Dinner Theater | 2017-2021  
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 & Event Coordinator | Hash House Harriers | 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