

# KAT COX

WRITER



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## CAREER SUMMARY

### FREELANCE WRITER & MARKETING CONSULTANT

**Kat Cox, LLC | 2007 - NOW**

- Write and edit marketing content, blogs, 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

### DIGITAL MARKETING COPYWRITER

**Nav, Inc | 2022 - 2023**

- Wrote and edited marketing content, including financial blogs, social media copy, advertising copy, internal and external communications.
- Launched and hosted small business tips podcast.
- Participated 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.

### COMMUNICATIONS MANAGER

**Lovelace Health System | 2015-2017**

### COMMUNICATIONS DIRECTOR

**ClosedWon | 2014-2015**

### SALES & MARKETING MANAGER

**Cumbres & Toltec Scenic Railroad | 2012**

### MARKETING MANAGER

**Ultramain Systems | 2009-2012**

## 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  
Blogs - Articles - Case Studies - White Papers - Emails  
Branding - SEO - Social Media - B2B - B2C - PPC Ads - Social Media  
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** | 2018-2022  
Poet & Event Coordinator | **Poetry Society of New York** | 2020-2022  
Volunteer & Belly Scratcher | **Central Texas Pig Rescue** | 2020-2022  
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 Books on Amazon** | Forever