

KATIE KEENAN

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OBJECTIVE

To enhance an organization's visibility and identity by providing a solid editorial voice, a passion for social and environmental change and a mission to utilize the web to foster action.

PROFESSIONAL STRENGTH

- Social Network Community Building
- Blog Management & Production
- Email Marketing & List Management
- Online Advertising Management
- Social Media Marketing
- Professional Web Site Design
- Copy Editing
- Content Management
- Project Management
- Customer Service
- Website Analytics
- Online Brand Strategy

CAREER HIGHLIGHTS

- Increased website traffic by 350 percent over 2 years with social media marketing, search engine optimization, blog campaigns and enhanced user ability.
- Managed over 30 bloggers. Educated each on how to write SEO-friendly content and how to use their own social networks to boost visibility.
- Sought out collaborative partnerships to boost web traffic and strengthen network.
- Created a comprehensive Internet marketing system for customer websites including search engine optimization, lead builders, banner ads, simple designs and email promotions.
- Built an active and growing community on Twitter and Facebook by frequently posting relevant information and provided proper follow up to readers' responses.
- Listened to the company's online audience through a variety of tools (Google Alerts, Twitter Search, Web Analytics, surveys) and acted accordingly in order to provide a better experience.
- Developed, designed and launched an e-commerce site from the ground up.
- Created, managed and maintained over 100 online advertising accounts with Google and Yahoo! increasing online leads by 70 percent.
- Maintained top 5 organic search ranking in major search engines for over a year.
- Assisted in operating a comprehensive marketing and PR organization. Managed routine press release updates, conducted industry research and compiled information for case studies.
- Effectively communicated with internal departments to successfully complete deadline based projects.

WORK EXPERIENCE

Web Editor, Ode Magazine, 2007-Present

Web Administrator, American Academy of Estate Planning Attorneys, 2001-2007

Marketing Communications Intern, Cardiff Software, 2003-2004

Web Content Editor, American Academy of Estate Planning Attorneys, 2001-2002

TECHNICAL SKILLS

- Web: HTML, CSS, JavaScript, Flash, Dreamweaver
- Web Content Management: Drupal, Joomla, WordPress, Magento eCommerce
- Google Apps: Analytics, AdWords, AdSense, AdManager, Reader, Gmail
- Design: Photoshop, ImageReady, Illustrator, InDesign
- Project Management: Basecamp, Visio, MS Office Suite
- *Proficient in both Mac and PC operating systems*

EDUCATION

Bachelor of Arts in Communications, Minor in Computer Arts
University of California, San Diego

1998 - 2002
La Jolla, CA