**Kathryn A. Green**  kathryngreen21@gmail.com



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See online portfolio: <https://www.kathryngreenportfolio.com/>

**Content Strategist**

Content Strategist with master’s degree in technical communication. Experience in technical writing, content strategy, content management and design, and project management. Proven ability to prioritize project goals, creative problem solving, think of outside of the box, and meet deadlines consistently. Demonstrated skill in documentation, social media, technical editing, and copywriting as well as working with diverse team members, including SMEs and internal and external stakeholders. Excellent written and oral communication skills.



**Career Achievements**

* Launched internal documentation website for Hilton Hotels.
* Rewrote all content for United Way of Tarrant County’s website.
* Collaborated with team members to develop wide-ranging content for diverse client base for i5 Web Works.
* Supervised and assigned writing projects to copywriters and bloggers, ensuring quality writing and timely delivery of assignments.
* Managed research project to develop boxed set of hip hop music to be released by the Smithsonian Institution. Project plan included researching tracks and artists; identifying release dates for singles and albums; synthesizing Top-100 lists from multiple, well-known DJs; and documenting the results for the program director.
* Created content for Smithsonian Institution’s online social media presence on Facebook, Twitter, Pinterest, Instagram, and YouTube.
* Assisted in promotion of new album, titled *Classic African American Songsters from Smithsonian Folkways*.



**Professional Experience**

***Content Strategy Specialist*** *(Contract).* **Hilton Hotels*.*** 2018 – Present

* Help launch documentation website, Context.
* Manage Context and work with executive team members to launch site, using Agile methods to facilitate launch.
* Design project plan and setup strawman dates for MVP and Post MVP content on Context.
* Create archive system, style guide, and workflow for Context; create job summaries for team members.
* Define roles and responsibilities throughout Product Team, Content Operations, and Content Strategy by creating documents such as RACI and content authorship chart.
* Coordinate with Context Editor-in-Chiefs, copywriters, content editors, and stakeholders to develop new articles.
* Work with UX team to ensure successful launch of website and functionality.
* Use Content Design methods to enhance Context.
* Upload new Context documentation to internal WordPress site.
* Create training materials for Context and PowerPoints for onboarding new staff; teach training sessions on WordPress.
* Maintain documentation for Hilton’s new CMS and One Hero Web website using Excel and Google Sheets.
* Create communications material for launch of Context.
* Setup materials and meetings for Vocab Governance Committee.
* Create content models for new DocTypes in new CMS.
* Lead working sessions for Context’s core team and content developers, and software training sessions for Balsamiq and Draw.io.

***Instructor.* Cedar Valley College*.*** 2018 – 2019.

* Taught writing courses in face-to-face, online, and hybrid/blended instructional settings to community college students.
* Created all instructional materials and student assignments; evaluated student performance on assignments.

***Copywriter and Project Manager*** *(Contract)****.* United Way of Tarrant County*.*** 2018.

* Wrote and created new website content, marketing deliverables, and social media.
* Responded to client requests when editing content to reach target audience.
* Functioned as project manager for redesign, rewrite, and relaunch of website.
* Audited old website’s content to create content strategy.
* Researched strategies for driving traffic to non-profit website.
* Collaborated with stakeholders to ensure appropriate content.
* Met strict, non-negotiable deadlines.

***Content Coordinator.* i5 Web Works.** 2019**.**

* Managed copywriters to ensure well-written social media copy went out to 15 clients from various industries.
* Edited and published copy to clients' social media using Sprout Social.

***Content Specialist.* i5 Web Works.** 2015 – 2019.

* Developed and implemented advertising campaigns for clients’ social media sites.
* Created PowerPoint presentations and social media plans for 15+ clients.
* Worked on multiple projects simultaneously while achieving all deadline expectations for internal and external stakeholders.
* Maintained, scheduled, and published content for clients on Facebook, LinkedIn, Twitter, Google+, WordPress, and Pinterest.
* Monitored success of clients’ social media presence.
* Used Sprout Social and Hootsuite to schedule posts.
* Maintained SME-level knowledge concerning social media and industry trends.
* Monitored customer responses and messages on clients’ social media.
* Created and monitored Facebook advertising, ensuring ads reach selected demographics.
* Created social media campaigns, including competitions and focus on specific products.

***Sales and Marketing Intern.* Smithsonian Institution, Folkways Recordings.** 2013 – 2014.

* Assisted in promoting release of collections of *Dave van Ronk: Down in Washington Square* and *Classic African American Songsters*.
* Assisted in identifying tracks to be released as part of a box set showcasing the history and development of the Hip Hop movement and assigned related research to other interns.
* Created and maintained social media content for Facebook, Pinterest, Twitter, Instagram, and YouTube.
* Developed and executed digital media strategy and content using Twitter, SoundCloud, Facebook, YouTube, and Pinterest.
* Established dialogue between Smithsonian Folkways manager and audience services department at Arena Stage to create a partnership to enhance both programs.
* Drove traffic to Smithsonian Folkways website and Facebook pages through timely posts and promotional emails concerning Smithsonian Folkways album releases.
* Wrote and maintained social media content for Facebook, Pinterest, Twitter, Instagram, and YouTube.
* Created audio, video, and photo content for Smithsonian Folkways and managed analysis of digital results.
* Used Google Calendar and other time management tools to coordinate social media posts.
* Wrote and published abstracts to assist in maintaining online music catalog.
* Wrote promotional copy for new album releases from the Smithsonian Folkways collection.
* Wrote and distributed mass marketing materials for album promotions.
* Assisted in producing and editing of UNESCO series, including blog posts, abstracts, etc.
* Created and distributed promotional emails concerning album releases.
* Researched potential strategies for new album collections, such as museums, authors, non-profit groups, etc.
* Coordinated, researched, and identified tracks for inclusion in new boxed set being prepared for release.
* Functioned as liaison for interviews with stakeholders and writers for album promotions.
* Used high-resolution scanner to digitize albums, liner notes, etc.

***Patron Services Representative.* Dallas Symphony Orchestra.** 2010-2013, 2016.



**Education**

**M.A.** in Technical Communication. University of North Texas. Denton, Texas. 2017.

**B.A.** in Anthropology, with minor in English. University of North Texas. Denton, Texas. 2012.

**A.A.** in Arts. Tarrant County College. Arlington, Texas. May, 2010.



**Technical Skills**

**MS Office:** Word, PowerPoint, Excel, Outlook **Adobe Creative Cloud:** InDesign, Photoshop, Illustrator, Acrobat

**Workflow Tools and Wireframe:** Draw.io and Balsamiq

**Project Management Software**: Asana, Zoho, Trello Board, Confluence, JIRA, and Basecamp

**Social Media:** Facebook, YouTube, LinkedIn, WordPress, Pinterest, Twitter, SoundCloud, Sprout Social, Buffer, Filezilla