

Katie Knox

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EXPERIENCE:

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| July 2021 – Current | Content Marketing Manager, PeerStreet | Remote (Los Angeles, CA) |
| <ul style="list-style-type: none">• Developing and implementing a multi-channel content strategy that generates leads, builds brand equity, and supports the integrity of PeerStreet’s central messaging.• Building and managing a content calendar and buyer’s journey map to strategize content for the purpose of driving leads, increasing awareness, nurturing pipeline, and reviving cold prospects.• Supporting the professional development of junior copywriters and content creators.• Working with sales and marketing ops to introduce, track, and maintain the adoption of content metrics for increased conversions, better customer engagement, and analysis of successful content. | | |
| Sept. 2020 – July 2021 | Content Marketing Manager, InRule Technology | Remote (Chicago, IL) |
| <ul style="list-style-type: none">• Created and maintained a content strategy—including overhauling the blog strategy—to align with target audience values, product releases, market trends, and larger company initiatives.• Performed an ongoing content audit. Mapped content to the buyer’s journey and personas, while optimizing it for SEO purposes and updating/retiring outdated content.• Used data and analytics to measure content’s impact, ensuring MQLs, SQLs, and conversion goals are met.• Interviewed subject matter experts, product team members, and engineers to create content for new feature releases, blog posts, white papers, email drip campaigns, and multi-channel marketing campaigns. | | |
| Dec. 2019 – July 2020 | Senior Content Marketing Manager, Email on Acid | Remote (Colorado) |
| <ul style="list-style-type: none">• Collaborated with the CEO, CMO, marketing director, and other executive team members to establish and carry out the overarching content strategy—unifying the brand voice across lines of business while attracting enterprise-level customers.• Wrote and edited content for all channels with the objective of full lifecycle marketing—driving sales, optimizing engagement, and reducing attrition.• Created, published, and managed the content and editorial calendars. Aligned monthly content with the overall strategy of the marketing department. | | |
| Oct. 2015 – Dec. 2019 | Freelance Senior Copywriter, Katie Knox LLC. | Remote (Colorado) |
| <ul style="list-style-type: none">• Established freelance copywriting business, creating B2B content for global brands and agencies. Content types included thought-leadership articles, long-form white papers, live-event marketing materials, emails, websites, product guides, and more. | | |

Continued

- Researched trends, interviewed industry experts, and created digital marketing content for agencies, SaaS companies, financial services organizations, technology clients, life science companies, and automation solutions entities, amongst a host of other industries.
- Worked with cross-functional product teams, marketers, project managers, and c-suite stakeholders to create targeted content marketing—copy goals included engagement, lead generation, and awareness.
- Managed a freelance team of junior copywriters and bloggers.

Oct. 2014 – Oct. 2015 Marketing Specialist, Vantiv Payment Systems Durango, CO

- Created, coordinated, and managed inbound and outbound marketing campaigns focused on customer engagement, retention, and lead generation.
- Tracked, interpreted, and analyzed marketing data, client lists, and campaign performance reports to ensure KPIs were met, including email benchmarks.
- Managed the department's 2.5 MM marketing budget, tracking weekly, monthly, and annual expenses.

June 2011 – Jan. 2014 Creative Director (content), BSpoke Entertainment Santa Fe, NM

- Managed a revolving roster of freelance script writers and provided project direction, editorial feedback, and story notes.
- Wrote and edited feature length screenplays, TV stories, and video scripts.
- Created and deployed marketing materials to promote projects, raise seed money, and engage investors.

EDUCATION:

Bachelor's Degree in Fine Arts | Carnegie Mellon University Pittsburgh, PA