

# Kathryn Kamin

Storyteller | Content Designer | Strategist | Change Agent

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## RELEVANT EXPERIENCE

### SAP Concur — Senior Content Marketing Strategist

APRIL 2020-PRESENT

- Lead storytelling activation for the outcome-aligned Go-To-Market strategy
- Create content (whitepapers, infographics, blogs, podcasts, tip sheets, email copy and art, thought leadership videos, direct mail, client and internal presentations, interactive tools)

### GreenRubino — Account Director, Public Relations

FEBRUARY-MARCH 2020

- Directed public relations for five accounts
- Supervised account coordinators and managers
- Pitched content for global coverage

### Partnerd — Consultant

FEBRUARY-MARCH 2020

- Audited website copy for a SSL certificate monitoring client
- Researched blockchain applications for a whitepaper series

### Alderbrook Resort & Spa — Director of Marketing

JANUARY 2013 - JANUARY 2020

- Initiated, designed and curated all branded content for property and sub-brands
- Directed and implemented ongoing marketing and communications campaigns leveraging content strategy through user experience design, storytelling, public relations, email marketing, automation, content strategy calendars, social media, budget management, staff training, digital and print advertising

### Casago — Lead User Experience Designer

JULY 2018 - MARCH 2019

- Conducted UX research for a mid-size, global vacation rental company
- Led UX design research team to propose a beta website optimization

### Hood Canal Communications — Director of Marketing and Public Relations

MAY 2009 - DECEMBER 2012

- Managed website, social media, email, digital and print marketing
- Provided a complete brand refresh, launched social and email marketing
- Led marketing, public relations, business development and communications
- Supported rural broadband initiative grant writing and outreach

## RELEVANT EDUCATION

### University of Washington — Masters in Communication of Digital Media with Human-Centered Design and Engineering Coursework

SEPTEMBER 2017 - DECEMBER 2019

### University of Washington — Certificate in Content Strategy and Storytelling

JANUARY-DECEMBER 2016

## OTHER EXPERIENCE

### Calidora Skin Clinics — Executive Assistant and Corporate Office Manager

JUNE-DECEMBER 2008

### NW Geriatrics & Mercer Island Primary Care — Facility Coordinator

SEPTEMBER 2007-JUNE 2008

### Franklin High School — Spanish Teacher

OCTOBER 2006-AUGUST 2007

## OTHER EDUCATION

### Cornell University — Certificate in Hospitality Marketing

JANUARY-AUGUST 2014

### Seattle Pacific University — Bachelor of Arts in European Studies-Spanish and Secondary Level Teaching Certificate in English and Spanish

SEPTEMBER 2004-JUNE 2006

## SKILLS

Smartsheet

Adobe Creative Suite

Whitepapers

Tip sheets and Infographic Creation

Podcasting, video and audio storytelling

Thought Leadership Video Content

Blogs

Social media: paid and organic, hashtags

Influencer management

Copywriting: micro, meta, short and long form

Persona creation and monitoring

Branding and brand collaboration

Demand generation, lead nurturing and automation

Content and business strategy

Project and budget management

Vendor and agency management

Campaign creation and management

Analytics creation and reporting

Executive leadership and public speaking

User experience optimization and journey mapping

Partnerships and community

Proposal development

Graphic, web and UX design

## RESULTS

### SAP Concur

#### Top Performing Content Creator for

**Enterprise Americas in 2021** Created content and guided use cases and pilots to ensure top performance

**Top 10 Blog Posts** Researched content and wrote high-performing blog posts for organization

#### Activated Go-To-Market Strategy from Messaging Framework to Targeted Segmentation Strategy

Leveraged two years of content creation by mapping them business outcomes, products and services for targeting

### Alderbrook Resort & Spa

**Increased Facebook followers by 125% and launched Instagram** Leveraged user-generated content for target audience engagement

#### Increased overall website traffic by 62%

Through public relations, social media, email marketing, and user journey optimization

#### Grew overall revenue by 47%

Through demand-generation with social media, email marketing, public relations, SEO and partnerships

#### Increased AAA ranking from 3 diamonds to 4

Through brand-management and refresh, competitive set analysis and guest experience programming creation

## CHARACTER

Empathetic

Consistent

Collaborative

Flexible

Inclusive